JONES INTERNATIONAL UNIVERSITY®

School of Business

The Catalog

This bulletin contains information regarding your program. Administrative Policies and other important information are contained in the Student Handbook which is available online. Together the bulletin and the student handbook are your *catalog*.

The student handbook contains information that is important for you to review, including the following:

- Academic Policies and useful forms.
- Family Educational Rights and Privacy Act Notice (FERPA).
- Alcohol and Drug Abuse Prevention Policy.
- Disclosure of Campus Security Policy and Campus Crime Statistics.
- Policies and Procedures for Learners with Disabilities.
- Information on Financial Assistance.
- Who to Contact for Help.

The JIU website (www.jiu.edu) contains a wealth of information, including the Student Handbook, other JIU programs, faculty, courses, and your experience with the first fully online, regionally accredited university.

The latest version of this bulletin is found on the website. A paper copy of it and/or the handbook are available upon request. The catalog is subject to change. The catalog is subject to interpretation by the administration, whose decisions are final.

TABLE OF CONTENTS

- BBA in Project Management

Master of Arts in Business Communication:

- MABC Program Mission and Description
- MABC Program Learning Outcomes
- MABC Student Deliverables

MABC Programs:

- MABC in Entrepreneurship
- MABC in Leadership and Influence
- MABC in Leading the Customer-Driven Organization
- MABC in Project Management

Master of Business Administration:

- MBA Program Mission and Description
- MBA Program Learning Outcomes
- MBA Student Deliverables

MBA Programs:

- MBA in Accounting
- MBA in Entrepreneurship
- MBA in Finance
- MBA in Financial Analysis
- MBA in Forensic Accounting
- MBA in General Studies
- MBA in Global Enterprise Management
- MBA in Health Care Management
- MBA in Information Security Management
- MBA in Information Technology Management
- MBA in Leading the Customer-Driven Organization
- MBA in Negotiation and Conflict Management
- MBA in Project Management

Doctorate in Business Administration:

- DBA Mission and Description
- DBA Program Learning Outcomes
- DBA Collaborative Learning
- DBA Deliverables
- DBA Transfer Credits
- DBA Program Structure
- DBA Academic Processes
- DBA Faculty and Resources
- Doctoral Colloquia
- DBA Applied Research Methodology

DBA Programs:

- Doctorate in Business

Business Administration Certificate Programs:

- Business Administration Certificate Programs

Certificate Programs:

- Certificate in Health Care Administration
- Certificate in Project Management
- Certificate in Corporate Financial Management

All Courses:

- courses

JIU Vision and Mission

Vision

Through the enabling power of education, Jones International University endeavors to help create a world where it is more likely that reasonable human needs are met, where the environment is self-sustained, and especially where there is less conflict, less fear and more justice. A world where education is democratized. A world where hope is alive. We believe that such a world is most probable where free markets exist and freedom is abundant.

Mission

We live in a world of incessant cultural and economic change, and the mission of JIU is to help students be successful in this environment. For this reason our education process includes specific skills required for particular disciplines, but also includes skills clustered around ethics, collaboration, communication and critical thinking. JIU is committed to fulfilling this mission by:

- providing innovative and relevant curriculum delivered by accomplished, supportive faculty
- offering readily available student-centered services
- implementing state-of-the-practice, learning-centered technology and learning resources
- engaging with constituents to create an exceptional educational experience

Values

We are a meritocracy, we cherish fairness, and we quickly embrace change as a friend. Quality and integrity are requisites.

Learning Philosophy

JIU academic programs are designed to serve the needs of learners to help them achieve their educational goals, lead richer lives, and shape the futures of their organizations and communities. Consequently, JIU courses are designed using the following assumptions.

JIU's students:

- are motivated to succeed both personally and professionally
- learn well both independently and collaboratively
- learn best through application of their curriculum to practical situations and problems
- use a variety of learning styles to comprehend new concepts
- require focused educational content, flexibly available at work, home, and on the road

Learning Outcomes

JIU has identified seven learning outcomes common across programs. Each graduate will have demonstrated the ability to:

- think and act like a global citizen with personal integrity, respect for diversity, and ethical behavior.
- think and act like leaders and supportive teammates
- adapt and apply theories to solve "real world" problems using innovative and creative solutions
- communicate effectively using a variety of methods and disciplines
- think analytically, critically, and systemically to prepare for a life of learning and accomplishment
- leverage information and technology to amplify personal and organizational achievement, and promote information literacy
- design a professional development strategy to formulate a career pathway leading to future success

Accreditation

Jones International University, The University of the Web®, is proud to be the first fully online institution in the U.S. to receive regional accreditation. We are accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools, which is one of the six regional accrediting bodies in the United States and offers the highest form of accreditation available to a university.

On June 23-24, 2011, the HLC continued Jones International University's accreditation and updated JIU's status as follows:

CURRENT STATUS OF JONES INTERNATIONAL UNIVERSITY

Jones International University, located in Centennial, Colorado and offering online programs, is accredited by the Higher Learning Commission; it is on Notice.

For more information, please go to either JIU's website located at www.jiu.edu or HLC's website at www.ncahlc.org. The Higher Learning Commission may be contacted at 230 LaSalle Street, Suite 7-500, Chicago, Illinois 60604, or (312)263-0456.

Curriculum Description

CURRICULUM

As of December 2010, JIU has 71 certificate and degree programs with explicit professional standards aligned to each program. In multiple courses, JIU assesses every student's achievement of the relevant professional standards that demonstrate workplace competencies. Assessments are tracked and reported, contributing to continuous course evaluations. Based on feedback from faculty, students, staff and outside influences, courses may be added, dropped or revised.

PROGRAM MODEL

JIU designs course learning objectives to meet program and institutional outcomes. Many of JIU's programs share the same core courses supplemented with specialization courses designed to reflect the relevant professional standards.

COURSE MODEL

JIU designs all eight-week courses to achieve specific course learning objectives. Developed by program faculty and chairs, the course learning objectives and program professional performance standards generate JIU's institutional learning outcomes and workplace competencies for all degree programs. Each competency is succinctly defined. Assignments demonstrate each competency. Students complete and submit assignments as faculty members and colleagues provide continuous feedback on learning achievement. With a predetermined number of points allocated per assignment, a total of 1000 points must be amassed to pass each course.

JIU Faculty and Resources

Jones International University employs a world-class faculty. Each faculty member brings a combination of professional experience and academic credentials to their JIU Courses. The faculty members focuses on high quality instruction that drives student success.

JIU hires faculty who have at least ten years of teaching experience and ten years of professional experience in their field of study. Most faculty members hired by JIU have earned a terminal degree and have contributed at least ten publications or presentations of scholarly work in their field of study. Once hired, JIU assesses faculty members frequently through such instruments as the End-of-Course Student Survey, an annual Peer Appraisal, an annual Self Appraisal and an annual appraisal conducted by the Chair of Faculty Development.

JIU encourages faculty members to continue making scholarly contributions in their field of study while teaching at JIU. Because the University requires and supports high levels of performance in course instruction, the Faculty Administration department facilitates professional development activities that provide the faculty members with the tools and skills they need to drive student success. The Faculty Administration department's top priority is finding and retaining highly qualified and high-performing faculty.

Assessment Description

JIU is committed to fulfill a promise to students that upon graduation they will demonstrate the achievement of institutional and program learning outcomes. Further, JIU is committed to the continuing improvement of individual courses, programs and the institution itself. Toward these ends, JIU employs an "Assessment of Student Learning and Institutional Improvement Model."

The University uses assessment data to rigorously measure (1) student learning within and across courses, (2) course and program quality, and (3) the university as a whole. Through real-time, web-enabled data reporting, the fruits of these rigorous assessment efforts are available at all times to students, faculty and JIU academic leaders. These assessments drive decision-making and continuous quality improvement of student learning and services.

Total Professional Advantage 2.0®

Every enrolled JIU student has immediate access to the Total Professional Advantage® 2.0 (TPA™ 2.0) professional development program and portal. The foundation of TPA 2.0 is the interactive Seminar Workshop, customized for each student's degree program, which provides free access to a certified professional career advisor. Additional resources found within the TPA 2.0 portal include a resume-building tool, job and internship listings, career development videos, articles, podcasts and access to Jones e-global library®. TPA 2.0 can be found on the "My Courses" page of the jiu.edu website.

Academic Advising

JIU STRIVES to provide you with a rich, interactive experience as a student. We use the Internet, email, telecommunications, and online forums to empower you to communicate quickly with faculty members and other students — at a time most convenient for you.

In addition, JIU staff provides online, email, and telephone support to all students. Prior to the beginning of your first term, you will participate in an online JIU Orientation. This course, "JIU101 – Successful Online Learning," provides opportunities for you to get answers to your questions from a JIU faculty member, and it offers you ways to enhance your academic experience.

STUDENT SUPPORT COUNSELORS: When you are admitted as a degree student, you will be assigned to a Student Support Counselor, who will work closely with you throughout your program to support your progress. Your counselor will assist you in assessing your academic goals and formulating your individualized degree plan. You also may contact your counselor for help in choosing courses, understanding program requirements, policies and procedures, and coordinating interaction with our faculty members.

WITH SO MANY CLASSES to choose from, excellent academic counseling is essential. JIU counselors are knowledgeable about your program and committed to your success. The two of you will develop a customized degree plan, which will serve as a "roadmap" for you to follow to earn a degree. The sequencing of your courses in the degree plan is available to you electronically. As you progress toward a degree, this plan enables you to access information 24/7 and to always know where you are on your path. Accessible and professional, your counselor will ensure that you receive all the support you need to thrive at JIU. Your success is our success, and your Student Support Counselor is always just an email away.

Student–Centered Learning

HOW STUDENTS LEARN

JIU focuses on student-centered learning in several areas including:

1. orientation and student success prerequisite courses
2. ongoing online tutoring support
3. a standardized learning model applied to the development of all JIU courses
4. individual student assessment checkpoints and feedback process
5. professional preparation via the Total Professional Advantage™ 2.0 program and services

ORIENTATION AND SUCCESS COURSES

The beginning of successful student-centered learning starts with orientation. To assist undergraduate and master level students with the overall online experience, an orientation course (JIU101) is available before the first class to offer preparation for participating effectively in online learning. This orientation course introduces new students to the JIU online environment by giving them practice with each of the major functions and navigation within a course.

Doctorate students take DOC900 - in this colloquium students will begin their journey into the doctoral program. Students will explore the challenges and opportunities of learning online, understand the expectations of the program and the doctorate faculty, and finally become familiar with the structure of a typical doctorate course, and the tools available for success.

Undergraduates then take two requisites success courses that provide the opportunity to develop skills which can be utilized in the remaining classes and in life. These facilitated development opportunities include topics such as conducting an individual learning style inventory, developing strategies to study and learn based on this learning style, effective communication, learning to think critically, and creative decision making and problem solving. These classes teach students how to "learn to learn"; which especially important if this is something that they have struggled with in the past.

The two success courses are:

- ENG100—Communication and Learning Strategies
- CRT100—Critical Thinking and Creative Problem Solving in Organizations and Society

ENG100 Course Overview: This course will provide the tools needed for success in a college career—good study habits, solid writing skills, research competence, and the ability to create a quality visual presentation. A self-assessment is completed to determine preferred learning style to build an awareness of how best to organize and retain information for optimal learning in the JIU environment. The next opportunity for development is in the area of strengthening writing skills for completing JIU assignments such as Forum discussion postings, short essays, and short and long reports. There are also learning modules for how to use JIU's e-global library® to conduct research and to synthesize findings into essays and projects.

ENG100 will assist students in developing skills related to the following JIU's institutional objectives:

- *Communicate effectively using a variety of methods and disciplines*
- *Leverage information and technology to amplify personal and organizational achievement*

CRT100 Course Overview: Effective leadership and successful teamwork in all organizational and social environments depend upon well-developed critical thinking, creative problem-solving skills, and the ability for reflective self-analysis. In this course, students will explore what it takes to become a critical thinker and creative problem solver; and, in turn, a successful student and employee. Throughout the course, application of a wide range of critical-thinking and problem-solving strategies to a team project occurs.

CRT100 will assist students in developing skills related to the following institutional objectives:

- *Think analytically, critically, and systemically to prepare for a life of learning and accomplishment*
- *Communicate effectively using a variety of methods and disciplines*

Students in the Masters and Doctorate programs are scheduled into content courses that have also been designed to assist the new student in their transition to online learning.

All first courses are staffed with faculty who have received the highest ratings from your peers.

ONLINE TUTORING SUPPORT

JIU consider the ongoing academic tutoring support to be one of the critical success factors for assisting students over academic knowledge hurdles. The online tutoring includes support for math, technical subject matter, writing, and language-intensive classes that traditional classroom students struggle with too. This service augments the instruction provided by the faculty members in the course and fills in gaps in basic prerequisite knowledge.

At JIU, the online tutoring support is provided by Smarthinking™ with the following service options:

- 24x7 one-on-one online tutoring for math and other questions
- Student-scheduled online writing labs
- An online resource center that contains writer's guides, mathematics resources, and a study-skill guide
- Writing assignment critiques within 24 hours turn-around time
- On-demand help with assignments—promoting active learning
- Experienced tutors with advanced degrees in their fields
- Supports tutoring for these subjects:
  - Basic math through calculus
  - Bilingual math, Spanish essay center
  - Essay critique, grammar and mechanics, pre-writing
  - Accounting, economics, finance, statistics
  - Introduction to human anatomy and physiology, biology, organic chemistry, chemistry, physics

STANDARDIZED LEARNING MODEL

A standardized learning model has been defined and utilized for the development of all JIU courses. The goal is to provide all students with a consistent and enabling learning environment. The instructional hour guidelines are based on studies conducted at other online universities for optimal hours of learning per week and to support students who desire to attend full time; for undergrads this includes two concurrent classes for an eight-week session, masters level take one course per term and doctorate students take a content and a mentoring course each term. The model for the JIU programs is the quintessential "learning community." JIU's programs require collaborative learning experiences among students and faculty by:

- Designing all courses to bring students and faculty together in a learning community; faculty members receive training and supervision to ensure that the courses operate as designed. Courses include components that encourage collaborative or team performance;
- Providing the technology to support convenient asynchronous interactions between individuals, and groups of faculty and students both within and outside of scheduled courses in order to support the learning communities.

JIU faculty members believe that a critical factor in the success of the program is a focus on learning as an interactive process. All core-content courses, research and inquiry courses, General Education, and capstone classes are designed to bring students and faculty together in a learning community. Throughout the program, students and faculty alike support each other in the creation of students' professional synthesizing portfolios.

ASSESSMENT OF STUDENT LEARNING

JIU faculty members provide formative and summative assessment of each student's professional deliverables in each course. JIU Courses are built on a model that expects students, with proper support and guidance, to meet performance level expectations. Each student receives regular, helpful formative feedback from faculty members during each course and a summative evaluation on all course assignments. To graduate from the program, a student must demonstrate achievement of program outcomes.

Message from the Dean

SCHOOL OF BUSINESS

Richard C. Thompson, PhD

WELCOME TO OUR SCHOOL! Designed to provide the latest, professionally oriented and authentically based educational environment for today's leaders, our exceptional undergrad and graduate business programs will help you reach your goals.

The students who enroll in the School of Business are intent on improving their careers and the world around them. They have selected JIU because of our international reputation and our focus on students and their professional development. They are also generally adult learners who bring their own wealth of experience to the classroom, which further enriches the learning environment for everyone.

AT THE HEART of our school are a supportive, accessible world-class faculty and staff, dedicated to your success. Our faculty members bring a combination of academic degrees from prestigious institutions and levels of industry experience that result in a learning experience that is based on the latest theory and research and has a professional, practitioner focus that is designed to support your career aspirations.

The faculty design and deliver a high-caliber curriculum that is designed with your professional success in mind. Assignments are authentically based and are appropriate to the courses' needs, whether it is problem-based or project-based learning.

All of us at JIU's School of Business are focused on helping you to earn the education that you need, and want, to become one of tomorrow's leaders!

RICHARD C. THOMPSON, PHD
ACADEMIC DEAN

SCHOOL OF BUSINESS, JONES INTERNATIONAL UNIVERSITY

Read more about **DR. THOMPSON**

School of Business - Online Business Degree Programs

Thank you for visiting JIU's School of Business. It takes much more than desire to succeed in today's highly competitive and fast-paced business environment. You need to be innovative and strategic; you need to know how to communicate effectively, meet objectives, and lead with integrity. You must be The Total Professional™.

We offer an array of online business programs to choose from - you will find the perfect area of study to reach all of your personal and professional goals.

BECOME THE ULTIMATE PROFESSIONAL. JIU supports your commitment to success by not only providing a quality, relevant education but also by supporting your lifelong career planning. As a student – and alumnus – you will have access to the Total Professional Advantage™ 2.0, an exclusive career development portal and program customized just for you! For more

information, visit TPA™ .

MAXIMIZE YOUR POTENTIAL. We provide the foundation for your success by offering exceptional multidisciplinary courses that perfectly balance theory with real-world application. In addition, because you will earn your degree while you work, there will be no lag time in putting the practical skills and knowledge you gain into use.

LEARN FROM THE BEST. Our faculty hail from some of the most distinguished institutions in the world and have developed courses that embrace the entrepreneurial spirit, cross-cultural perspective, and technological advances that will give you the edge in the global marketplace. Our interactive, personalized, and flexible online format is designed for the busy professional who seeks a quality, yet convenient, education.

JIU IS THE GOLD STANDARD ONLINE UNIVERSITY®. If you're ready to take the next step to build your business acumen and advance your career, we are committed to help you achieve success.

School of Business Vision and Mission

JIU SCHOOL OF BUSINESS VISION

The JIU® School of Business develops today's and tomorrow's business leaders who are effective decision makers with an ethical, global perspective in the organizations they serve.

JIU SCHOOL OF BUSINESS MISSION

The mission of the JIU School of Business is to develop exceptional business leaders by offering a rigorous, professionally oriented business curriculum grounded in current theory and practical application with an emphasis on global citizenship and ethics.

JIU SCHOOL OF BUSINESS GENERAL EDUCATION OUTCOMES

Since business activities take place within various societal contexts, business education should not occur in a vacuum. Through the study of a number of General Education topics, business students will gain a broader set of skills and abilities that can have profound effects on their performance as members of today's organizations. All associate program students and BABC and BBA students who enter the program with less than 60 credits in transfer and take courses at the 100 and/or 200 level will also demonstrate mastery of seven General Education Learning Outcomes, as relevant to those courses taken at JIU. The General Education Outcomes are as follows:

- **WRITING AND SPEECH** — Produce coherent written texts and oral presentations—crucial forms of communication that are central to the development and dissemination of knowledge. Students locate, analyze, synthesize, evaluate, and use information from a variety of sources, organize supporting details, and develop arguments within written texts and oral presentations.
- **MATHEMATICS AND COMPUTER SCIENCE** — Understand formal, rational thought as communicated through mathematics and/or computer science. Students perform quantitative operations and analyze, synthesize, evaluate, interpret, and communicate quantitative information.
- **ARTS** — Engage in aesthetic experience to internalize the act of creativity, appreciate works of art, situate works within respective cultures, and evaluate the impact of creative expression in contemporary life. Students experience and critique classic works of art, compare and contrast descriptive theories, and analyze artistic form and expression.
- **HUMANITIES** — Understand and appreciate the diversity of human cultures and history to free themselves from the parochialism of the present and prepare themselves for a changing future. Students, through the interpretation of texts, ideas, artifacts, and discourse systems, analyze human economic, political, and social history and the values, traditions, and beliefs that they reflect.

- **NATURAL SCIENCES** — Make informed decisions on contemporary issues regarding the natural world. Students apply rigorous, systematic, and scientific inquiry to analyze and evaluate natural science data, concepts, and models.
- **BEHAVIORAL AND SOCIAL SCIENCES** — Make informed decisions on contemporary issues regarding human nature, social institutions, and relationships. Students apply a variety of inquiry methods—including rigorous, systematic, and scientific inquiry—to analyze and evaluate human behavior and social phenomena.
- **ETHICS** — See themselves as fully participating members of the human community and be able to connect decisions to theories of ethics. Students make ethical decisions that are informed by an understanding of, and appreciation for, the connections between professional commitments and obligations to larger communities.

AABA Student Deliverables

The AABA program's graduation standards are high and the degrees awarded are appropriate to the profession. JIU degree programs are built on a model that expects students, with the proper support and guidance, to meet performance-level expectations.

AABA students can expect their faculty members to use formative and summative assessment to assess each student's effective communication, critical thinking, leadership, global citizenship, ethics, information literacy, problem-solving competence, and performance vis-à-vis program outcomes. Faculty members use assessment rubrics and appraisal forms to explain "strengths," "areas of concern," and "recommendations" for improvement so a student can meet performance-level expectations.

By submitting the following deliverables, students are demonstrating their mastery of program, institutional, and general education outcomes such that there is an attainment of "competent" levels of achievement in all outcomes by graduation:

- Course Project/Paper/Assignments — Varies by course. These assignments provide evidence for an aggregate measure of the student's knowledge of the course's contents and is assessed vis-àv-is the course learning objectives.

Associate of Arts in Business Administration

MAKE A MOVE. To truly compete in today's business world, you need the broad business knowledge and interpersonal skills acquired only by a top-notch education. At JIU, we understand taking that first step toward your education may be daunting. That's why our Associate of Arts in Business Administration degree program was specially created to provide a focused, robust curriculum while giving you the flexibility and convenience you need to fit your busy lifestyle. Offered in a dynamic, fully online format, our program gives special attention to developing critical thinking and writing skills to increase your value in the marketplace. You will acquire business fundamentals and learn effective strategies that can be put into practice in any corporate environment. We offer a carefully balanced workload for full-time students so they still have time to meet their other personal and professional commitments. This enables you to earn your degree in as little as 20 months!

BEYOND THE BASICS. As a JIU student, you will have the opportunity to participate in our Total Professional Advantage™ seminar, which enhances your academic experience with a host of career-building tools and exercises. You will emerge from your program confident and fully prepared to move your life forward. And because JIU is regionally accredited, you may easily matriculate into any of our bachelor degree programs or transfer your credits to another accredited institution, should you decide to pursue your education further.

DEGREE LEARNING OBJECTIVES:

- Develop an understanding of current key business administration skills, concepts, and systems
- Learn how to use modern business administration strategies and management tools
- Demonstrate an appreciation for the larger social, cultural, economic, political and scientific context of business
- Develop an ability to make connections among different activities in the business enterprise

Who should enroll:

The ideal student, interested in pursuing an Associate of Arts in Business Administration, is someone who:

- has a desire to continue or pursue education in Business Administration;
- wants to contribute to the effectiveness in their organizations;
- is looking for a great start in a business career;
- has a goal to develop essential fundamental business administration skills that include effective communications, superior analytical skills, ethical leadership, and global awareness.

1 Orientation Course - no cost	No Credit
2 Student Success Courses	6 Credits
9 General Education Courses	27 Credits
6 Business Administration Core Curriculum Courses	18 Credits
3 General Education Electives	9 Credits
TOTAL REQUIRED FOR GRADUATION	**60 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business

GEOG201	Human and Cultural Geography
HIST201	History of World Literature

BBA204	Legal Environment of Business		HUM201	Peace and Conflict Studies
BBA210	Financial Flow - Follow the Money		MATH201	Intermediate College Algebra
BBA211	Introduction to Management		PSY201	Psychology of the Organization
BBA212	Technical Writing			

ASDM Student Deliverables

The ASDM program's graduation standards are high and the degrees awarded are appropriate to theprofession. JIU degree programs are built on a model that expects students, with the proper support and guidance, to meet performance-level expectations.

ASDM students can expect their faculty members to use formative and summative assessment to assess each student's effective communication, critical thinking, leadership, global citizenship, ethics, information literacy, problem solving competence, and performance vis-à-vis program outcomes. Faculty members use assessment rubrics and appraisal forms to explain "strengths," "areas of concern," and "recommendations" for improvement so that students may meet performance- level expectations.

By submitting the following deliverables, students are demonstrating their mastery of program andinstitutional outcomes such that they must attain "competent" levels of achievement in all outcomes by graduation:

- Course Project/Paper/Assignments - Varies by course. These assignments will provide evidence for an aggregate measure of the student's knowledge of the course's contents and will be assessed vis-à-vis the course learning objectives.

Associate of Science in Digital Media

NOTE: WE ARE NO LONGER ADMITTING STUDENTS TO THIS PROGRAM

THE BURGEONING FIELD OF DIGITAL VIDEO AND MEDIA HAS EXPLODED INTO A NEW WORLD OF OPPORTUNITY IN THE MARKETPLACE. In fact, job growth for film and video editors is projected to see a 20% increase over the next three years. New media and communication workers are expected to see nearly 16% growth over the same period. Our Associate of Science in Digital Media takes students step-by-step through an understanding of the rise and impact of digital media, the secrets of visual storytelling, writing for digital media, and the basics of multimedia communication and digital videography. Students are then introduced to more specialized types of creative expression and encouraged to build on the skills and creative insights they learned in previous coursework.

Our ASDM was specially created to provide a focused, robust curriculum while giving you the flexibility and convenience you need to fit your busy lifestyle. Offered in a dynamic, fully online format, this program also gives special attention to developing critical thinking and writing skills to increase your value in the workplace. We offer a carefully balanced workload for full-time students, enabling you to earn your degree in as little as 20 months!

This program requires aptitude for creative visual skills for degree completion. Additional equipment and costs may be required for some courses.

Sponsored or mentored project opportunities should be secured well in advance, especially for the Capstone course. We recommend that you begin this process as soon as two months, or more, before DM210 or DM211 begins. For clarification on these two options for your capstone, please read the course description (on the web or in the handbook) and then refer to the DM210 Sponsor Workbook or DM211 Digital Media Sponsored Project Workbook. Ideally, you will secure a project sponsor well before you register for either DM 210 or DM211.

DEGREE LEARNING OBJECTIVES:

- Understand the principles, rise, and impact of digital media through visual storytelling and writing for digital media, and the basics of electronic communication
- Use technology to support the production of visual storytelling through videography, digital photography, video editing, audio recording, engineering and editing, and the manipulation of the digital image
- Master new and traditional electronic media, with an underlying emphasis on visual storytelling
- Develop professional-quality productions that reveal strong written and audio communication skills

Who should enroll:

The ideal student, interested in pursuing an Associate of Arts in Digital Media, is someone who:

- has a desire to continue or pursue their education in Digital Media;
- is interested in digitally based communication;
- is pursuing mastery in new and traditional electronic media;
- is looking for competency in visual storytelling, capturing and editing video, audio, and post production;
- has a passion for producing audio/video materials using digital media products;
- may want to pursue a career in scriptwriting in various genres such as movie, TV sitcom or drama, commercial, and documentary;
- has a goal to create media expressions for a variety of entertainment and business needs.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
11 General Education Courses	33 Credits		
5 Core Courses	15 Credits		
1 Elective	3 Credits		
1 Capstone Course	3 Credits		
TOTAL REQUIRED FOR GRADUATION	**60 CREDIT HOURS**		

CRT100	Critical Thinking and Creative Problem Solving	ART103	Writing & Painting with Light in Digital Media
ENG100	The Writing Process	ART104	Digital Still Photography
		ENG101	Composition
		ENG103	Writing for Television and Interactive Media
		GEOG201	Human and Cultural Geography
		HIST201	History of World Literature
		HUM203	Digital Law & Case Studies in Ethics
		IT103	Rise and Influence of Digital Media
		MATH101	Introduction to College Math
		PSY201	Psychology of the Organization

BABC Program Mission and Description

The Jones International University® (JIU®) School of Business' Bachelor of Arts in Business Communication (BABC) program is designed to produce graduates who wish to continue their education and contribute to the effectiveness of their organizations. The goal of this bachelor's degree program is to prepare students worldwide to meet organizational needs by integrating business communication competencies and new technologies in a rigorous and relevant curriculum that emphasizes critical thought, logical analysis, ethical reasoning, and the written word.

BUSINESS COMMUNICATION is a unique field of study, combining business acumen, management knowledge, interpersonal, organizational and inter-cultural communication skills along with technological expertise. JIU's Bachelor of Arts in Business Communication programs offer a multidisciplinary approach in preparing you to meet the complex interpersonal and management challenges in today's marketplace. This program emphasizes creativity, innovation, entrepreneurship and leadership in communications.

You can expect an exciting blend of academic theory and practical skills that you will apply to your current professional situation, all of which will give you insights into how to effectively develop, manage and evaluate communications plans and key messaging to create corporate value and meet objectives.

BABC Program Learning Outcomes

Students matriculating in JIU's BABC Programs will graduate having mastered four sets of competencies. In addition to the General Education Outcomes, they will have mastered the common body of knowledge related to business communication (knowledge competencies), and they will have developed the skills to apply this knowledge to global workplaces and marketplaces (skills competencies). Finally, JIU BABC students also will develop a set of proficiencies through the selection of a specialization.

BABC COMPETENCIES

1. KNOWLEDGE
    - K1. Knowledge of business and professional communication.
    - K2. Knowledge of the theories of human communication.
    - K3. Knowledge of the principle research findings in communication.
    - K4. Knowledge of current and classic literature in the field of communication.
    - K5. Knowledge of how to use resources to solve problems in business and professional communication.
    - K6. Knowledge of current and emerging communication technologies.
2. SKILLS
    - S1. Demonstrate skills in business and professional communication.
    - S2. Demonstrate skills in oral and written communication.
    - S3. Demonstrate skills in group and team communication.
    - S4. Demonstrate skills in interpersonal communication.
    - S5. Demonstrate skills in application of communication knowledge and theory to business and professional situations.
    - S6. Demonstrate skills in expertise in the design and implementation of communication strategies, approaches, and techniques.
    - S7. Demonstrate skills in ability to use and manage research and to communicate results.
    - S8. Demonstrate skills in ability to effectively use tools of modern communication technology.
3. PROFICIENCIES
    - These are developed within the two individual specializations.

BABC in Communication Management

COMMUNICATION IS KEY TO YOUR SUCCESS. The value of exceptional communication skills in the corporate setting can't be underestimated. In fact, a company's or organization's performance can be directly tied to its ability to effectively communicate, both internally and externally. If you are looking for comprehensive knowledge of business communication and the how to strategically manage this valuable resource, this degree specialization is for you.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Identify leadership qualities and assess the effectiveness for future, personal, career directions
- Examine interpersonal communication and business management practices which help you to manage difficult business situations and resolve intra-organizational conflict, and achieve an organization's business goals
- Understand and apply communication and collaboration technologies which influences the creation, content, and pattern of knowledge networks within and between organizations
- Develop foundational business communication knowledge and skills through the core courses

Who should enroll:

Students seeking to gain a competitive edge in the field of business communication will find this degree especially relevant. Whether you are just entering the workforce or are an experienced business leader or owner who is engaged in developing and increasing the scope of your present teams and organization, a degree program in communication management provides you with the necessary tools to succeed. This specialization also may appeal to anyone seeking to advance their professional development with an expertise in communication.

1 Orientation Course - no cost	No Credit		JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits			
9 General Education Courses	27 Credits			
12 Business Communication Core Courses	36 Credits			
6 Business Administration Core Curriculum Courses	18 Credits			
2 Interdisciplinary Courses	6 Credits			
3 General Education Electives	9 Credits			
1 Elective	3 Credits			
4 Specialization Courses	12 Credits			
1 Capstone Course	3 Credits			
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**			

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA311	Using the Internet in Business
BC322	Business Presentations
BC345	Organizational Communication
BC350	Communication Theory and Application
BC352	Fundamentals of Business Writing
BC355	Business Communication Contexts
BC360	Communication Technologies
BC370	Public Relations
BC372	Intercultural Communication
BC375	The Evolution of Communication Media
BC380	Team Communication
ETH401	Making Ethical Management Decisions

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BC300	The Art of Human Experience
MATH301	Business Mathematics

GEOG201	Human and Cultural Geography
HIST201	History of World Literature

HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

Select 1 from BBA or BC level 300-499

BC403	Leadership
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development

BC491	Business Communication Capstone

BABC in Sales and Marketing

LAYING THE GROUNDWORK FOR EXCELLENCE. The ability to compete in the fast-moving, creative arena of sales and marketing requires core competency in effective marketing strategies, consumer habits, e-commerce, best business practices, and managing sales forces. This specialization gives you the competitive edge by providing both broad knowledge and practical experience in sales and marketing theory and techniques along with a comprehensive foundation in business communication.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Integrate Marketing, Sales and Service into a complete model of marketing for an organization
- Identify and develop communication strategies for linking a firm's vision, mission, marketing plan and customers
- Understand core sales principles, and the managerial roles, duties and tasks related to the sales process
- Identify leadership qualities and to assess the effectiveness for future, personal, career directions
- Develop foundational business communication knowledge and skills through the core courses

Who should enroll:

This degree program is designed for students who are interested in developing careers in either sales or marketing or already hold current positions in either area. Marketing and/or sales managers and directors who take this specialization will learn how to coordinate both types of business functions and leverage each to increase bottom-line performance. This program also will appeal to those who want to further their education and seek a master degree in this core specialization.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
12 Business Communication Core Courses	36 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
2 Interdisciplinary Courses	6 Credits		
3 General Education Electives	9 Credits		
1 Elective	3 Credits		
4 Specialization Courses	12 Credits		
1 Capstone Course	3 Credits		
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**		

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA311	Using the Internet in Business
BC322	Business Presentations
BC345	Organizational Communication
BC350	Communication Theory and Application
BC352	Fundamentals of Business Writing
BC355	Business Communication Contexts
BC360	Communication Technologies
BC370	Public Relations
BC372	Intercultural Communication
BC375	The Evolution of Communication Media
BC380	Team Communication
ETH401	Making Ethical Management Decisions

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BC300	The Art of Human Experience
MATH301	Business Mathematics

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies

MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

Select 1 From BBA or BC level 300-499	

BC400	Integrating Sales and Marketing with Service
BC401	Communicating with Markets through IMC
BC402	Managing the Sales Force
BC403	Leadership

BC491	Business Communication Capstone

BBA Program Mission and Description

The Jones International University School of Business' Bachelor of Business Administration (BBA) program is designed to produce graduates who wish to continue their education or contribute to the effectiveness of their organizations. The goal of this Bachelor's degree is to instill in our graduates the holistic knowledge and business foundation that employers have stated is crucial to on-the-job success and also provides the foundation for success for their educational endeavors.

A great start to your future, the BBA program has multiple specializations targeted at the knowledge and skills needed to succeed in business and for continued learning. The BBA balances courses in General Education with business administration fundamentals to provide a student with the skills and knowledge that organizations have stated are vital to an employee's success. These holistic learning skills have been identified by leading academics, business and industry groups and include effective communications, superior analytical skills, ethical leadership and global awareness, and business administration. If continuing education is your goal, then here is an opportunity to gain the skills that educators have identified as crucial foundational components of higher education leading to a master's program after you complete the baccalaureate degree.

The JIU School of Business is committed to creating a world-class curriculum that challenges and compels students to become successful and influential business leaders. The program requires a depth and breadth of knowledge; and follows a logic that helps a student move from the theoretical foundations of business toward the development of knowledge, design and application of research to solve critical, practical business problems.

BBA Program Learning Outcomes

Students matriculating in JIU's BBA Programs will graduate having mastered four sets of competencies. In addition to the General Education Outcomes, they will have mastered the common body of knowledge related to business education (knowledge competencies), and they will have developed the skills to apply this knowledge to global workplaces and marketplaces (skills competencies). Finally, JIU BBA students also develop a set of proficiencies through the selection of a specialization.

BBA COMPETENCIES

1. KNOWLEDGE
     - K1 - Identify and assess ongoing and developing issues and trends related to leading and managing organizations in global business environments
     - K2 - Describe and assess macroeconomic strategies (cost, production structure, etc.) appropriate for companies operating in a variety of markets, including global and e-commerce markets
     - K3 - Identify and assess ethical and legal reasoning concepts, theories, and issues as they apply to the conduct of business in global and e-commerce environments
     - K4 - Identify the financial accounting concepts that are germane to the conduct of business in global and e-commerce environments
     - K5 - Identify the marketing issues, concepts, and trends that are crucial to the conduct of business in global and e-commerce environments
2. SKILLS
     - S1 - Employ financial reporting and accounting information in managerial decision-making
     - S2 - Create personal strategies for dealing with potential ethical dilemmas
     - S3 - Practice empathy in understanding the ethical perspectives of others
     - S4 - Apply leadership/management concepts to the effective management of organizations that operate across international borders
     - S5 - Apply rules, conventions and practices for measuring and reporting economic events in financial terms
     - S6 - Apply budgeting, cash management, credit administration, investment analysis, borrowing funds and financial

forecasting to effective business decision making
- S7 - Strategically analyze marketing challenges and opportunities and make sound marketing strategy decisions
- S8 - Apply selected principles of business communication to a variety of management challenges
3. PROFICIENCIES
- These are developed within the individual specializations

BBA Student Deliverables

The BBA program's graduation standards are high and the degrees awarded are appropriate to the profession. JIU degree programs are built on a model that expects students, with the proper support and guidance, to meet performance-level expectations. BBA students can expect their faculty members to use formative and summative assessment to assess each student's effective communication, critical thinking, leadership, global citizenship, ethics, information literacy, problem-solving competence, and performance vis-à-vis program outcomes. Faculty members use assessment rubrics and appraisal forms to explain "strengths," "areas of concern," and "recommendations" for improvement so a student can meet performance-level expectations.

Each student receives regular, helpful formative feedback from faculty during each course; and faculty members provide a meaningful summative assessment for each of the student's assessments against institutional outcomes. To graduate from the program, all of a student's program and institutional outcomes must meet performance-level expectations. Regular follow-up with graduates is conducted to provide confirmatory assessment for the program.

By submitting the following deliverables, students are demonstrating their mastery of program, institutional, and general education outcomes such that there is an attainment of "competent" levels of achievement in all outcomes by graduation:

- Course Project/Paper/Assignments – Varies by course. These assignments provide evidence for an aggregate measure of the student's knowledge of the course's contents and is assessed vis-à-vis the course learning objectives.

BBA in Accounting

SUCCESS, BY THE NUMBERS. If you want to break into the fast-growing field of accounting but lack the fundamental knowledge and technical skills necessary to excel, this program specialization is for you! This degree will prepare you for professional certification as a Certified Public Accountant and expand your opportunities to work in a variety of positions both in and outside the traditional role of preparing, analyzing and verifying financial documents. These include budget analysis, financial and investment planning, information technology consulting and even limited legal services.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Analyze and apply fundamental principles of cost accounting to a variety of industries
- Understand and apply advanced financial accounting topics as part of the information system that supports organizational decision making
- Examine the economic and social policy issues of taxation
- Examine the common ground between financial theory and tax law
- Develop a framework of federal income taxation that allows for future tax law changes
- Develop foundational business knowledge and skills through the core courses

 Who should enroll:

This degree program is ideal for students who want to work in public, management, and government accounting as well as internal auditing. Our flexible, project-based program will enable you to structure your studies to focus on budget analysis,

financial and investment planning and information technology consulting so that you may pursue your personal and professional goals.

Interested in becoming a CPA? If so, do understand that every state has different requirements. Please check with your state's CPA Accountancy Board to make sure that you fully understand the specific educational requirements to sit for your state's CPA exam.

1 Orientation Course - no cost	No Credit
2 Student Success Courses	6 Credits
9 General Education Courses	27 Credits
6 Business Administration Core Curriculum Courses	18 Credits
11 Business Administration Courses	33 Credits
3 General Education Electives	9 Credits
4 Electives	12 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

BBA406	Cost Accounting
BBA407	Intermediate Accounting I
BBA408	Intermediate Accounting II
BBA409	Taxation I

BBA490	BBA Capstone

BBA in Customer Care Management

PROTECT YOUR MOST VALUABLE ASSET. Every savvy business leader knows that his/her success hinges on providing its customers – both internal and external – with a high level of service that surpasses their expectations. Customer service is essential to not only retain existing customers but grow a business. Those skilled in customer care bring value to their organizations and will find that their talents are in high demand across all channels. JIU created its BBA in Customer Care Management degree program to provide you with a solid foundation in business fundamentals (finance, accounting, organizational communication, and management, etc.) while exposing you to the specific knowledge and practical techniques needed to excel in the customer service arena.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Analyze the tools and processes of the support center manager and understand the implications for effective customer service
- Identify leadership qualities and to assess the effectiveness for future, personal, career directions
- Examine the critical legal and ethical issues faced by managers and their impact on business operations
- Understand the steps required to plan for quality assurance and identify methods that position a company to achieve its quality objectives
- Develop foundational business knowledge and skills through the core courses

 Who should enroll:

The ability to provide superior customer care is required in every industry, especially where competition on price and products is aggressive. This degree program is well-suited for students currently working in customer service, client relations, or sales support, or those who seek positions in those fields. The expertise gained in this specialization can be applied to a variety of jobs in an array of industries, including financial and insurance services, retail and wholesale, health care, food and hospitality services, telecommunications, manufacturing and business support. Potential jobs range from customer service specialist and call center manager to communications system analyst and director of client relations.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
11 Business Administration Courses	33 Credits		
3 General Education Electives	9 Credits		
4 Electives	12 Credits		
4 Specialization Courses	12 Credits		
1 Capstone Course	3 Credits		

TOTAL REQUIRED FOR GRADUATION | **120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

BC403	Leadership
CCM400	Service Operations Management
MGT400	Workplace Management
MGT401	Quality Assurance

BBA490	BBA Capstone

BBA in Finance

HIGH STAKES, BIG REWARDS. Understanding the basic principles of corporate finance and acquiring the skills to put theory into practice is a highly valued in any business setting. If the lucrative world of corporate finance is in your sights, our flexible, project-based degree program will put you on the path to success.

This specialization will provide you with a working knowledge of managerial finance as you learn to use such techniques as planning and forecasting to evaluate and improve on an organization's financial performance. In addition to developing a fundamental understanding of business, ethics and leadership, you will study the links between financial theory, public policy and corporate strategy.

For those interested in professional certification, students who graduate from JIU with an BBA in Finance are eligible under the education requirement of the American Academy of Financial Management™ (AAFM™) for the MFP™ Master Financial Professional Credential. Click here to learn more.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Understand the principles underlying financial arrangements and contracts and their application to business
- Analyze the abilities of corporations to manage foreign exchange risk, cash, and capital budgeting issues in a global environment
- Analyze the valuation of assets in markets
- Identify strategies that can be used to achieve specific investment goals
- Understand and apply financial principles and practices to global organizations.
- Integrate financial accounting issues with corporate financial reporting policies
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

This program specialization will appeal to any student who seeks to enhance his or her skills in the areas of traditional, international, and e-global finance, reporting, structure and management. This includes, but is not limited to, financial analysts and aspiring executives and managers who feel a strong foundation in corporate finance will build their professional skill set and expand their career opportunities.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
11 Business Administration Courses	33 Credits		
3 General Education Electives	9 Credits		
4 Electives	12 Credits		
4 Specialization Courses	12 Credits		

1 Capstone Course	3 Credits

TOTAL REQUIRED FOR GRADUATION | **120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

BBA421	Managing Costs for Profitability
BBA422	Investments
BBA423	Global Finance
BBA424	Corporate Finance

BBA490	BBA Capstone

BBA Generalist

GET WHERE YOU WANT TO GO. Sometimes the basics just aren't enough – especially in the highly competitive business world. This degree program will provide you with a working knowledge of areas identified by you as important to your career path. JIU's exceptional BBA in General Business is deliberately flexible to meet the diverse needs of our students.

This program builds on the foundational business knowledge and skills developed through the core courses and consists of four additional courses chosen from any of the other specializations in the BBA program (with the approval of your faculty advisor). This generalist program provides you with the flexibility to make the most of your education. Whether your interests lie in corporate finance, accounting, sales and marketing, or, perhaps, more accurately, a combination of these areas, we can tailor your course of study to meet all of your personal and professional goals.

Required Program Disclosures

 Who should enroll:

- Ideal for students committed to gaining a diverse foundation that draws from a variety of business disciplines, this specialization offers graduates an array of career options.
- This program also provides a strong basis for those looking to extend their academic careers with an MBA.

1 Orientation Course - no cost	No Credit
2 Student Success Courses	6 Credits
9 General Education Courses	27 Credits
6 Business Administration Core Curriculum Courses	18 Credits
11 Business Administration Courses	33 Credits
3 General Education Electives	9 Credits
4 Electives	12 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature

IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business		
BBA110	History of Business		
BBA204	Legal Environment of Business		
BBA210	Financial Flow - Follow the Money		
BBA211	Introduction to Management		
BBA212	Technical Writing		

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development

MATH301	Business Mathematics

Select four courses from across all BBA specializations

BBA490	BBA Capstone

BBA in Health Care Management

A HEALTHY FOUNDATION. Unprecedented growth and technology advancements in health care present unique challenges to administrators. Skilled, effective management in this dynamic, competitive field is essential. If you have an associate's degree or certification in health care and now want to expand your horizons and move into management in your chosen field, this program is for you. This degree specialization integrates general education and business fundamentals with an expertise in health care administration so that our graduates emerge fully prepared to assume supervisory/management positions in this growing industry.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine specific steps involved with proposing, formulating, modifying, and implementing health care management policies and practices
- Identify leadership qualities and to assess the effectiveness for future, personal, career directions
- Examine the critical legal and ethical issues faced by managers and their impact on business operations
- Understand the steps required to plan for quality assurance and identify method(s) that position a company to achieve its quality objectives
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

This specialization will appeal to those with a health care background who seek a leadership role in this burgeoning field. This includes, but is not limited to, those working as, or aspiring to be, health care supervisors, medical records administrators, hospital facilities managers, nurse staff administrators, and medical staff services technicians.

Note: The BBA specialization in Health Care Management requires that students already have either an associate's degree or certified training certificate in a related industry.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
11 Business Administration Courses	33 Credits		
3 General Education Electives	9 Credits		
4 Electives	12 Credits		
4 Specialization Courses	12 Credits		
1 Capstone Course	3 Credits		
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**		

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication

MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

BC403	Leadership
HCM400	Health Services Policies and Practices
MGT400	Workplace Management
MGT401	Quality Assurance

BBA490	BBA Capstone

BBA in Sales and Marketing Management

TAPPING YOUR CREATIVE TALENTS. Despite having their own distinct business functions, sales and marketing often work interdependently to meet and exceed corporate objectives. In this degree specialization, you will study the foundations of both of these areas to gain a depth of relevant knowledge of each.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Integrate Marketing, Sales and Service into a complete model of marketing for an organization
- Identify and develop communication strategies for linking a firm's vision, mission, marketing plan and customers
- Understand core sales principles, and the managerial roles, duties and tasks related to the sales process
- Identify leadership qualities and to assess the effectiveness for future, personal, career directions
- Develop foundational business knowledge and skills through the core courses

 Who should enroll:

Students who are interested in developing careers in either sales or marketing or those who currently hold positions in either area but need more specialized instruction on theory, techniques and effective management of each function to enhance and advance their careers. This degree will also assist sales managers and directors who want to learn how to coordinate both of the business functions and to leverage each to increase bottom-line performance.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
11 Business Administration Courses	33 Credits		
3 General Education Electives	9 Credits		
4 Electives	12 Credits		
4 Specialization Courses	12 Credits		
1 Capstone Course	3 Credits		
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**		

CRT100	Critical Thinking and Creative Problem Solving	ART101	Art Appreciation

ENG100	The Writing Process		ENG101	Composition
			ENG102	English Literature
			IT102	Introduction to Computer Information Systems
			MATH101	Introduction to College Math
			SCI201	Science and Technology
			SCI202	Physics of Modern Technology I
			SCI203	Physics of Modern Technology II
			SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business		BBA301	The Global Marketplace
BBA110	History of Business		BBA304	Marketing Management
BBA204	Legal Environment of Business		BBA305	Introductory Economic Theory
BBA210	Financial Flow - Follow the Money		BBA306	Financial Accounting
BBA211	Introduction to Management		BBA307	Finance
BBA212	Technical Writing		BBA310	Management
			BBA431	Marketing Research
			BBA484	Global Strategies
			BC345	Organizational Communication
			BC352	Fundamentals of Business Writing
			ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography		BBA311	Using the Internet in Business
HIST201	History of World Literature		BC355	Business Communication Contexts
HUM201	Peace and Conflict Studies		BC372	Intercultural Communication
MATH201	Intermediate College Algebra		BC380	Team Communication
PSY201	Psychology of the Organization		BC465	Negotiation and Conflict Management

BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

BC400	Integrating Sales and Marketing with Service
BC401	Communicating with Markets through IMC
BC402	Managing the Sales Force
BC403	Leadership

BBA490	BBA Capstone

BBA in Technology Services Management

IF YOU HAVE ATTAINED a technical certificate or associate's degree in a technical area and you now want to expand your horizons and move into management in your chosen field, this program is for you. This degree specialization will build on your existing knowledge by developing key managerial skills, including basic accounting and finance, interpersonal- and technology-based communications, ethical leadership, project management, and quality control.

[Required Program Disclosures](#)

PROGRAM LEARNING OUTCOMES:

- Develop a holistic view of the impact of technology and resources on the entire organization
- Create an Information Technology Infrastructure plan
- Identify leadership qualities and assess the effectiveness for future, personal, career directions
- Examine the critical legal and ethical issues faced by managers and their impact on business operations
- Understand the steps required to plan for quality assurance and identify methods that position a company to achieve its quality objectives
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

Technological expertise is a highly prized skill set in every industry. The specialization will appeal to those currently working in the technology services field who seek broad business knowledge and the specific tech skills needed to ascend into management.

Note: The BBA specialization in Technology Services Management requires that students already have either an associate's degree or certified training certificate in a related industry

1 Orientation Course - no cost	No Credit	[JIU101](#)	[Orientation - Successful Online Learning](#)
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
11 Business Administration Courses	33 Credits		
3 General Education Electives	9 Credits		
4 Electives	12 Credits		
4 Specialization Courses	12 Credits		
1 Capstone Course	3 Credits		
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**		

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication

MATH201	Intermediate College Algebra	BC380	Team Communication
PSY201	Psychology of the Organization	BC465	Negotiation and Conflict Management
		BC470	Collaboration Technology Systems
		BC475	Organizational Training and Development
		MATH301	Business Mathematics

BC403	Leadership	BBA490	BBA Capstone
MGT400	Workplace Management		
MGT401	Quality Assurance		
TM400	Technical Services Management		

Accelerated Bachelors to Masters Business Specializations

- Program Information
- Required Program Disclosures

The JIU 4-Year Accelerated Bachelors-to-Masters (ABM) program provides a unique opportunity for students who have demonstrated a commitment to academic excellence with the opportunity to **COMPLETE A BACHELORS *AND* MASTERS DEGREE IN BUSINESS IN ONLY FOUR YEARS**. A full-time student completes bachelors coursework in 3 years, 4 months; the specialization for the bachelors degree will consist of 4 specialization courses from either the MABC or MBA program. Students can then complete the remaining 8 courses in the respective masters program in 8 months. The student completes requirements for both degrees in 4 years. Masters tuition rates apply to the selected masters-level specialization courses.

REQUIRED PROGRAM DISCLOSURES

Federal Regulations require that Institutions of Higher Education provide to students required information regarding each program. This information includes potential occupations in which the program prepares students, tuition and fees, completion rates and median loan debt.

- Occupations
- Estimated Program Costs
- Tuition
- On-time Completion Rates
- Median Loan Debt

Occupations:

11-1021.00 - General and Operations Managers

11-9199.00 - Managers, All Other

11-2021.00 - Marketing Managers

11-2022.00 - Sales Managers

11-3011.00 - Administrative Services Managers

41-1011.00 - First-Line Supervisors/Managers of Retail Sales Workers

41-1012.00 - First-Line Supervisors/Managers of Non-Retail Sales Workers

43-1011.00 - First-Line Supervisors/Managers of Office and Administrative Support Workers

51-1011.00 - First-Line Supervisors/Managers of Production and Operating Workers

41-3099.00 - Sales Representatives, Services, All Other

41-4011.00 - Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products

41-4012.00 - Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

41-9099.00 - Sales and Related Workers, All Other

11-3031.02 - Financial Managers, Branch or Department

13-1051.00 - Cost Estimators

13-2011.02 - Auditors

13-2031.00 - Budget Analysts

13-2061.00 - Financial Examiners

13-2082.00 - Tax Preparers

13-2099.00 - Financial Specialists, All Other

43-3031.00 - Bookkeeping, Accounting, and Auditing Clerks

11-9199.05 - Online Merchants

13-2099.01 - Financial Quantitative Analysts

43-4051.00 - Customer Service Representatives

13-1111.00 - Management Analysts

13-1199.00 - Business Operations Specialists, All Other

13-2051.00 - Financial Analysts

13-2052.00 - Personal Financial Advisors

11-1021.00 - General and Operations Managers

11-9199.03 - Investment Fund Managers

15-1099.11 - Information Technology Project Managers

Please note that this is a list of possible occupations, and is not comprehensive; actual occupation depends upon students' experiences, past education, degree and specialization while at JIU, and industry and employer requirements.

Estimated Program Costs:

Tuition Fees	Books (Supplies)	Fees	Total Program Cost
$65,820	$6,800	$100	$72,720

Estimated Total Tuition and Fees above does not reflect the use of transfer credits towards a Degree Program, which, if accepted, may reduce the estimated cost of total tuition, books and supplies. Tuition and fees are subject to change at the discretion of JIU.

Tuition:

Course Tuition	
Three-Credit Course	$1,560/$2,415

Tuition and fees are subject to change at the discretion of JIU.

On-time Completion Rates:

Total Completed[1]	Completed On-Time[2]	On-Time Completion Rate
No Data	No Data	No Data

1. *Includes all students who completed the given program between 7/1/09 and 6/30/10; 'No Data' indicates that there were no graduates during this time period.*
2. *Includes only those students who completed between 7/1/09 and 6/30/10 and completed on-time (100% of the program length, as indicated on the JIU Enrollment Agreement); 'No Data' indicates that there were no graduates during this time period.*

Please note, that the on-time completion rates reflected here are impacted by program credits transferred into JIU from other universities

Median Loan Debt:

	Amt. Borrowed Median

Title IV Loan Debt	No Data
Private Ed. Loan	No Data
	Median Amount Owed
Institutional Finance Plans	No Data

BABC in Entrepreneurship

DO YOU HAVE WHAT IT TAKES? Every business begins with a dream. But what separates those who fail from those who flourish is someone who has the vision, strategy and discipline to nourish and grow that dream. If you possess the entrepreneurial spirit but need the practical skills to run a successful business in the field of professional communication, this program is for you! In this specialization, you will study key principles and practices critical to establish a communications-oriented small business and position it for growth.

This bachelor degree specialization uses 4 specialization courses from the MABC program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine the characteristics, knowledge, skills and abilities necessary for successful entrepreneurship
- Write a business and marketing plan for a new venture.
- Develop a feasibility analysis for a new business
- Create strategies for organizational change
- Develop foundational business communication knowledge and skills through the core courses

 Who should enroll:

Ideal for business students and busy communications professionals who want to establish their own consultancy or small business, this degree program offers you the opportunity to learn theory and best practices and apply them to your own professional environment. Others who will find this degree valuable are potential entrepreneurs, consultants, managers, new business developers and directors who wish to develop in this direction.

This ABM in Entrepreneurship is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BABC degree program automatically are admitted into the MABC program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit	
2 Student Success Courses	6 Credits	
9 General Education Courses	27 Credits	
12 Business Communication Core Courses	36 Credits	

JIU101	Orientation - Successful Online Learning

6 Business Administration Core Curriculum Courses	18 Credits
2 Interdisciplinary Courses	6 Credits
3 General Education Electives	9 Credits
1 Elective	3 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA311	Using the Internet in Business
BC322	Business Presentations
BC345	Organizational Communication
BC350	Communication Theory and Application
BC352	Fundamentals of Business Writing
BC355	Business Communication Contexts
BC360	Communication Technologies

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BC370	Public Relations
BC372	Intercultural Communication
BC375	The Evolution of Communication Media
BC380	Team Communication
ETH401	Making Ethical Management Decisions

BC300	The Art of Human Experience		GEOG201	Human and Cultural Geography
MATH301	Business Mathematics		HIST201	History of World Literature
			HUM201	Peace and Conflict Studies
			MATH201	Intermediate College Algebra
			PSY201	Psychology of the Organization

BBA or BC course, level 300 - 499	

BC612	Influence Strategies for Organizational Change
MBA541	Fundamentals of Entrepreneurship
MBA542	Feasibility Analysis for New Ventures
MBA543	Business and Marketing Plans for New Ventures

BC491	Business Communication Capstone

BABC in Leadership and Influence

BECOME THE LEADER YOU WERE MEANT TO BE. Today's headlines are filled with news of corporate scandals, fiscal mismanagement and executive greed at the expense of the company, employee and shareholders. Public awareness of corporate abuse has renewed interest in the role of a leader and the power of influence within an organization, especially in our global economy. This degree program was designed to give business leaders (or those aspiring to positions of power) a strong foundation in the principles of strong leadership and stewardship and arm them with the most effective strategies to resolve conflict and affect positive change.

This bachelor degree specialization uses 4 specialization courses from the MABC program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Develop an inclusive frame of reference that enables you to make sense of the dynamic complexity of global business
- Create strategies for organizational change
- Develop methods for managing conflicts
- Employ quantitative and qualitative decision-making tools
- Develop foundational business communication knowledge and skills through the core courses

 Who should enroll:

If you need to step up your management skills and master the latest techniques for powerful, positive leadership, this program is perfect for you. Students include business leaders and those seeking positions of leadership. Whether your field is human resources, law, business, supply chain management, health care or technology, the practical knowledge gained here will empower you with the ability to lead positively and ethically.

This ABM in Leadership and Influence is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BABC degree program automatically are admitted into the MABC program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit		JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits			
9 General Education Courses	27 Credits			
12 Business Communication Core Courses	36 Credits			
6 Business Administration Core Curriculum Courses	18 Credits			
2 Interdisciplinary Courses	6 Credits			
3 General Education Electives	9 Credits			
1 Elective	3 Credits			

4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA311	Using the Internet in Business
BC322	Business Presentations
BC345	Organizational Communication
BC350	Communication Theory and Application
BC352	Fundamentals of Business Writing
BC355	Business Communication Contexts
BC360	Communication Technologies
BC370	Public Relations
BC372	Intercultural Communication
BC375	The Evolution of Communication Media
BC380	Team Communication

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

ETH401	Making Ethical Management Decisions

BC300	The Art of Human Experience	GEOG201	Human and Cultural Geography
MATH301	Business Mathematics	HIST201	History of World Literature
		HUM201	Peace and Conflict Studies
		MATH201	Intermediate College Algebra
		PSY201	Psychology of the Organization

BBA or BC course, level 300 - 499

BC607	Leading from a Global Perspective
BC612	Influence Strategies for Organizational Change
MBA561	Conflict Management
MBA562	Judgment and Decision Making

BC491	Business Communication Capstone

BABC in Leading the Customer-Driven Organization

PUTTING YOUR CUSTOMER FIRST IS KEY. The best and brightest leaders in any organization share one common secret: If you take care of your customer, success will follow. Despite most companies' claim that they are customer-centered, most organizational structures are, in fact, product-driven. But times are changing. This specialization examines the paradigm shift in business assumptions about the customer and enables you to implement important structural changes designed to meet the needs of your organizations customers – both external and internal. You also will gain highly relevant and valued practical knowledge on positive leadership and how it functions in relation to the customer.

This bachelor degree specialization uses 4 specialization courses from the MABC program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Create a systems approach to integrating business systems for effective internal and external customer service management
- Develop a customer centered focus that has a positive impact on organization performance
- Develop an inclusive frame of reference that enables you to make sense of the dynamic complexity of global business
- Create strategies for organizational change
- Develop foundational business communication knowledge and skills through the core courses

 Who should enroll:

Business leaders and those seeking positions of leadership and influence within customer-centric organizations will find this degree program especially valuable. Typical students include CEOs, COOs and other executives who seek to empower their sales and service teams, global or international sales directors, director of sales and service, territory sales directors as well as sales and/or service managers, or those aspiring to such positions. The expertise gained from this progressive specialization can be applied to any field or industry that has internal or external customers.

This ABM in Leading the Customer-Driven Organization is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BABC degree program automatically are admitted into the MABC program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
12 Business Communication Core Courses	36 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
2 Interdisciplinary Courses	6 Credits		
3 General Education Electives	9 Credits		

1 Elective	3 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving	
ENG100	The Writing Process	

ART101	Art Appreciation	
ENG101	Composition	
ENG102	English Literature	
IT102	Introduction to Computer Information Systems	
MATH101	Introduction to College Math	
SCI201	Science and Technology	
SCI202	Physics of Modern Technology I	
SCI203	Physics of Modern Technology II	
SPCH101	Fundamentals of Public Speaking	

BBA311	Using the Internet in Business	
BC322	Business Presentations	
BC345	Organizational Communication	
BC350	Communication Theory and Application	
BC352	Fundamentals of Business Writing	
BC355	Business Communication Contexts	
BC360	Communication Technologies	
BC370	Public Relations	
BC372	Intercultural Communication	
BC375	The Evolution of Communication Media	

BBA101	Introduction to Business	
BBA110	History of Business	
BBA204	Legal Environment of Business	
BBA210	Financial Flow - Follow the Money	
BBA211	Introduction to Management	
BBA212	Technical Writing	

BC380	Team Communication
ETH401	Making Ethical Management Decisions

BC300	The Art of Human Experience	GEOG201	Human and Cultural Geography
MATH301	Business Mathematics	HIST201	History of World Literature
		HUM201	Peace and Conflict Studies
		MATH201	Intermediate College Algebra
		PSY201	Psychology of the Organization

BBA or BC course, level 300 - 499	BC605	Leading the Customer-Driven Organization
	BC606	Managing the Customer Experience
	BC607	Leading from a Global Perspective
	BC612	Influence Strategies for Organizational Change

BC491	Business Communication Capstone

BABC in Project Management

AN UNSTOPPABLE COMBINATION. A core competency in business communications paired with comprehensive strategic project management knowledge will undoubtedly give you the competitive edge in today's global project-oriented marketplace. This degree program will you equip you with tangible communications strategies and expertise for leadership in business while providing you with critical management skills to optimize performance throughout any project life cycle. The Project Management Institute ® (PMI®) has designated JIU as a Global Registered Education Provider (Global R.E.P.).   PMI is a registered mark of Project Management Institute, Inc.

This bachelor degree specialization uses 4 specialization courses from the MABC program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine the context of projects and differentiate between projects and operations
- Master project life cycles
- Plan for resources, costs, budgets, risk assessments and staffing requirements
- Develop timelines, conduct evaluations and measure overall strategic impacts for projects
- Develop foundational business communication knowledge and skills through the core courses

 Who should enroll:

Ideal for communication professionals, this degree program will blend practical experience with business trends and theory in one of the most growth-oriented segments in the corporate world. Project management skill sets will enhance every professional who is focused on process and "people" management as it relates to organizational development.

Those who will find an advanced degree in project management invaluable include senior project managers, directors and coordinators, marketing and PR professionals, service managers, and leaders responsible for large teams of people or operations and human resources departments.

These courses may also be used by existing PMP® certificant(s) for professional development purposes and each course is worth 45 PDUs towards PMP® Continuing Certification Requirements (CCR). PMP® is a registered mark of Project Management Institute, Inc.

This ABM in Project Management is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BABC degree program are admitted automatically into either the MABC or MBA program upon completion of the bachelor's degree.

Note: JIU also offers project management specialization within the Master of Business Administration program. If you are interested in managing projects that are specific to functional business areas, you may want to consider this option after completing the BABC.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		

9 General Education Courses	27 Credits
12 Business Communication Core Courses	36 Credits
6 Business Administration Core Curriculum Courses	18 Credits
2 Interdisciplinary Courses	6 Credits
3 General Education Electives	9 Credits
1 Elective	3 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving	ART101	Art Appreciation
ENG100	The Writing Process	ENG101	Composition
		ENG102	English Literature
		IT102	Introduction to Computer Information Systems
		MATH101	Introduction to College Math
		SCI201	Science and Technology
		SCI202	Physics of Modern Technology I
		SCI203	Physics of Modern Technology II
		SPCH101	Fundamentals of Public Speaking

BBA311	Using the Internet in Business	BBA101	Introduction to Business
BC322	Business Presentations	BBA110	History of Business
BC345	Organizational Communication	BBA204	Legal Environment of Business
BC350	Communication Theory and Application	BBA210	Financial Flow - Follow the Money
BC352	Fundamentals of Business Writing	BBA211	Introduction to Management

BC355	Business Communication Contexts		BBA212	Technical Writing
BC360	Communication Technologies			
BC370	Public Relations			
BC372	Intercultural Communication			
BC375	The Evolution of Communication Media			
BC380	Team Communication			
ETH401	Making Ethical Management Decisions			

BC300	The Art of Human Experience		GEOG201	Human and Cultural Geography
MATH301	Business Mathematics		HIST201	History of World Literature
			HUM201	Peace and Conflict Studies
			MATH201	Intermediate College Algebra
			PSY201	Psychology of the Organization

BBA or BC course, level 300 - 499		

MBA571	The Project Management Framework
MBA572	Planning Projects to Manage Outcomes
MBA573	Project Controls and Tracking Project Progress
MBA574	Strategic Thinking and Project Management

BC491	Business Communication Capstone

BBA in Leadership and Influence

BECOME THE LEADER YOU WERE MEANT TO BE. Today's headlines are filled with news of corporate scandals, fiscal mismanagement and executive greed at the expense of the company, employee and shareholders. Public awareness of corporate abuse has renewed interest in the role of a leader and the power of influence within an organization, especially in our global economy. This degree program was designed to give business leaders (or those aspiring to positions of power) a strong foundation in the principles of strong leadership and stewardship and arm them with the most effective strategies to resolve conflict and affect positive change.

This bachelor degree specialization uses 4 specialization courses from the MABC program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Develop an inclusive frame of reference that enables you to make sense of the dynamic complexity of global business
- Create strategies for organizational change
- Develop methods for managing conflicts
- Employ quantitative and qualitative decision-making tools
- Develop foundational business communication knowledge and skills through the core courses

Who should enroll:

If you need to step up your management skills and master the latest techniques for powerful, positive leadership, this program is perfect for you. Students include business leaders and those seeking positions of leadership. Whether your field is human resources, law, business, supply chain management, health care or technology, the practical knowledge gained here will empower you with the ability to lead positively and ethically.

This ABM in Leadership and Influence is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BBA degree program are admitted automatically into the MABC program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit
2 Student Success Courses	6 Credits
9 General Education Courses	27 Credits
6 Business Administration Core Curriculum Courses	18 Credits
11 Business Administration Courses	33 Credits
3 General Education Electives	9 Credits
4 Electives	12 Credits
4 Specialization Courses	12 Credits

JIU101	Orientation - Successful Online Learning	

1 Capstone Course	3 Credits

TOTAL REQUIRED FOR GRADUATION — **120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

BC607	Leading from a Global Perspective
BC612	Influence Strategies for Organizational Change
MBA561	Conflict Management
MBA562	Judgment and Decision Making

BBA490	BBA Capstone

BBA in Entrepreneurship

DO YOU HAVE WHAT IT TAKES? Every business begins with a dream. But what separates those who fail from those who flourish is someone who has the vision, strategy and discipline to nourish and grow that dream. If you possess the entrepreneurial spirit but need the practical skills to run a successful business or if you want to thrive in a corporation that employs entrepreneurial management strategies, this program is for you! In this degree program, you will develop a comprehensive body of knowledge in relevant business theory, techniques and leadership as well as study key principles and practices critical to establish a business and position it for growth.

This bachelor degree specialization uses 4 specialization courses from the MBA program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine the characteristics, knowledge, skills and abilities necessary for successful entrepreneurship
- Write a business and marketing plan for a new venture
- Develop a feasibility analysis for a new business
- Develop strategies for growing new ventures
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

Entrepreneurs, aspiring business owners, managers, team leaders, department heads, inventors or those charged with new business development will find this degree program invaluable. Other interested students include inventors, product development specialists, investors and venture capitalists and, perhaps, professional practice owners, such as doctors, veterinarians, attorneys and accountants.

This ABM in Entrepreneurship is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BBA degree program are admitted automatically into the MBA program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
11 Business Administration Courses	33 Credits		
3 General Education Electives	9 Credits		
4 Electives	12 Credits		
4 Specialization Courses	12 Credits		

1 Capstone Course	3 Credits

TOTAL REQUIRED FOR GRADUATION | **120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

MBA541	Fundamentals of Entrepreneurship
MBA542	Feasibility Analysis for New Ventures
MBA543	Business and Marketing Plans for New Ventures
MBA544	Entrepreneurship in a Global Economy

BBA490	BBA Capstone

BBA in Global Enterprise Management

LEADERSHIP FOR A NEW WORLD. As foreign competition pushes both international and domestic companies to step up their game, today's managers need highly specialized knowledge and competencies to thrive in the new global marketplace. The degree in Global Enterprise Management degree program gives you a comprehensive arsenal of techniques, strategies and practical skills necessary to manage a multinational venture.

This bachelor degree specialization uses 4 specialization courses from the MBA program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine various strategies for transnational marketing
- Describe cultural issues related to effective management styles and introduce methods for preparing employees for overseas assignments
- Examine the current and future state of technology as it affects the Global Enterprise
- Develop a vision and mission statement for a Global Enterprise
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

This hands-on, professionally focused program is especially relevant to senior managers and experienced executives who are interested in the management of global commerce.

This ABM in Global Enterprise Management is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BBA degree program are admitted automatically into the MBA program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit
2 Student Success Courses	6 Credits
9 General Education Courses	27 Credits
6 Business Administration Core Curriculum Courses	18 Credits
11 Business Administration Courses	33 Credits
3 General Education Electives	9 Credits
4 Electives	12 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR	**120 CREDIT**

JIU101	Orientation - Successful Online Learning

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

MBA521	Transnational Marketing
MBA522	Cross-Cultural Management
MBA523	Emerging Technologies and Global Enterprise
MBA600	Strategic Management

BBA490	BBA Capstone

BBA in Health Care Management

HEALTH CARE IS ONE OF TODAY'S FASTEST-GROWING INDUSTRIES. Do you have the business skills necessary to advance in this dynamic, competitive field? If you're seeking a leadership role in health care, you need a quality advanced degree to gain a competitive edge in the marketplace. The JIU degree in Health Care Management can help you get there. JIU's program offers you a market-relevant combination of a comprehensive business education along with real-world, health care focused applications. You study management, telemedicine, emerging technologies and strategies, how to lead mixed-profession health care teams and strategic management. The program provides the skill sets that will help you move forward in the health care industry.

This bachelor degree specialization uses 4 specialization courses from the MBA program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Establish a competitive marketing plan for a specific health care facility
- Examine existing and future telemedicine technologies
- Identify and analyze how professional norms and expectations for health care professionals differ from other workers
- Develop a vision and mission statement for a Health Care Organization
- Develop foundational business knowledge and skills through the core courses

 Who should enroll:

Ideal for those who seek a leadership role in health care and need a quality advanced degree to gain a competitive edge in the marketplace, this program specialization is for anyone in the health care industry who seeks intensive, relevant coursework in effective management, marketing and emerging technologies. This includes middle- to senior-level professionals working in the public, corporate and non-profit sectors of health care.

This ABM in Health Care Management is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BBA degree program are admitted automatically into the MBA program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit
2 Student Success Courses	6 Credits
9 General Education Courses	27 Credits
6 Business Administration Core Curriculum Courses	18 Credits
11 Business Administration Courses	33 Credits
3 General Education Electives	9 Credits
4 Electives	12 Credits
4 Specialization Courses	12 Credits

JIU101	Orientation - Successful Online Learning

1 Capstone Course	3 Credits

TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

MBA531	Telemedicine and Emerging Technologies
MBA532	Managing the Health Care Professional
MBA533	Marketing Health Services
MBA600	Strategic Management

BBA490	BBA Capstone

BBA in Information Security Management

SECURE A BETTER FUTURE. The four ISM courses in our specialization are designed to provide realistic recommendations for improving the information security of an organization. In addition to providing background on the growing need for and issues associated with information security, these courses will help students develop practical information security programs that include the people, process and technology components essential to any effective management program. The courses also provide students with practical experience in risk assessment and management, business continuity planning and incident response from an information security management perspective. If you have a keen interest in information security yet need a comprehensive degree program to hone your leadership and business management skills, this degree program is for you.

Integral to our ISM program is OCTAVE (Operationally Critical Threat, Asset and Vulnerability Evaluation), an industry-accepted approach to risk assessment that focuses on helping companies improve their overall information security posture. OCTAVE was developed at the CERT Coordination Center. In addition to providing a systematic, flexible methodology that enables organizations of all sizes to develop security priorities based on their business needs and concerns, OCTAVE is also the preferred risk assessment approach for preparing organizations for compliance with HIPPA (Health Insurance Portability and Accountability Act) and complements audit control frameworks like COSO and COBIT for assuring compliance with SOX (Sarbanes-Oxley). For information on the OCTAVE methodology, go to: http://www.cert.org/octave/.

This bachelor degree specialization uses 4 specialization courses from the MBA program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Demonstrate how to create a security policy in an organization and explain how to enforce compliance
- Apply basic technical security concepts to a current state of security within an organization using a layered security model
- Conduct an extensive gap analysis of various systems and develop a risk management plan for an organization
- Develop a disaster recovery plan and implement lessons learned from previous disasters to improve the plan
- Develop foundational business knowledge and skills through the core courses

 Who should enroll:

The central focus of this program is for general managers whose responsibilities encompass corporate security and information risk management as well as those working as (or who aspire to be) chief security officers. This degree specialization also will appeal to compliance specialists, enterprise security managers and administrators, data security analysts and IS professionals who seek career advancement in upper management.

This ABM in Information Security Management is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BBA degree program are admitted automatically into the MBA program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		

6 Business Administration Core Curriculum Courses	18 Credits
11 Business Administration Courses	33 Credits
3 General Education Electives	9 Credits
4 Electives	12 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research

BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

MBA611	Securing the Organization
MBA612	Securing the Network
MBA613	Risk Assessment and Management
MBA614	Business Continuity Planning

BBA490	BBA Capstone

BBA in Information Technology Management

HARNESSING TECHNOLOGICAL INNOVATION. It's no secret that some of the most sought-after professionals are those who possess the ability to exploit technology and manage the unique needs of an organization's knowledge workers. JIU's exceptional curriculum is enhanced with several highly specialized courses that advance your knowledge of IT and give you the tools to manage all aspects of this important resource. In addition to studying the impact of globalization, this specialization hones in on the essentials of strategic planning and gives you the most effective techniques for anticipating and implementing technological advances that are critical to future business success.

This bachelor degree specialization uses 4 specialization courses from the MBA program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Implement changes in information systems to align with a marketing based organization
- Identify the unique challenges of leading knowledge workers in an information systems organization
- Identify IT strategies for the development of Web-based businesses
- Develop a vision and mission statement for an IT department
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

A degree in Information Technology Management is a highly-valued degree that equips you for advancement in a wide range of industries. This degree specialization is especially relevant to strategic planners and administrators who are responsible for planning and managing information technology and knowledge workers.

This ABM in Information Technology Management is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BBA degree program are admitted automatically into the MBA program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
11 Business Administration Courses	33 Credits		
3 General Education Electives	9 Credits		
4 Electives	12 Credits		
4 Specialization Courses	12 Credits		
1 Capstone Course	3 Credits		

TOTAL REQUIRED FOR GRADUATION	120 CREDIT HOURS

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

MBA551	Internal Marketing for Information Managers
MBA552	Managing Knowledge Workers
MBA553	e-Commerce and the Internet
MBA600	Strategic Management

BBA490	BBA Capstone

BBA in Leading the Customer-Driven Organization

THE CUSTOMER COMES FIRST. The best and brightest leaders in any organization share one common secret: If you take care of your customer, success will follow. Despite most companies' claim that they are customer-centered, most organizational structures are, in fact, product-driven. But times are changing. This program examines the paradigm shift in business assumptions about the customer and enables you to implement important structural changes designed to meet the needs of your organizations customers – both external and internal. Our core curriculum in business, ethics and leadership fundamentals provides the perfect foundation for this highly-valued specialization.

This bachelor degree specialization uses 4 specialization courses from the MBA program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Create a systems approach to integrating business systems for effective internal and external customer service management
- Develop a customer centered focus that has a positive impact on organization performance
- Create strategies for organizational change
- Employ quantitative and qualitative decision-making tools
- Develop foundational business communication knowledge and skills through the core courses

 Who should enroll:

Business leaders and those seeking positions of leadership and influence within customer-centric organizations will find this degree program especially valuable. Typical students include CEOs, COOs and other executives who seek to empower their sales and service teams, global or international sales directors, director of sales and service, territory sales directors as well as sales and/or service managers, or those aspiring to such positions. The expertise gained from this progressive specialization can be applied to any field or industry that has internal or external customers. Combine the functional knowledge gained in the core program with the leadership skills that will help you and your organization to excel.

This ABM in Leading the Customer-Driven Organization is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BBA degree program are admitted automatically into either the MABC or MBA program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit		JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits			
9 General Education Courses	27 Credits			
6 Business Administration Core Curriculum Courses	18 Credits			
11 Business Administration Courses	33 Credits			
3 General Education Electives	9 Credits			

4 Electives	12 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits

TOTAL REQUIRED FOR GRADUATION | **120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing

ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

BC605	Leading the Customer-Driven Organization
BC606	Managing the Customer Experience
BC612	Influence Strategies for Organizational Change
MBA562	Judgment and Decision Making

BBA490	BBA Capstone

BBA in Negotiation and Conflict Management

THE ART OF PRINCIPLED NEGOTIATION. In today's frenetic marketplace, the ability to resolve conflict and lead effective, ethical negotiations brings immeasurable value to any organization. JIU's degree in Negotiation and Conflict Management enables you to respond to the rising demands of corporations in these important areas by focusing on leadership, decision-making and principled negotiating techniques. This degree specialization is enhanced by our exceptional core curriculum.

This bachelor degree specialization uses 4 specialization courses from the MBA program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Develop methods for managing conflicts
- Employ principled negotiation skills
- Employ quantitative and qualitative decision-making tools
- Apply negotiation and conflict skills to the process of strategic planning
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

This degree specialization will appeal to general managers, senior executives and directors who are responsible for the negotiation and implementation of new business deals.

This ABM in Negotiation and Conflict Management is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BBA degree program are admitted automatically into the MBA program upon completion of the bachelor's degree.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits		
9 General Education Courses	27 Credits		
6 Business Administration Core Curriculum Courses	18 Credits		
11 Business Administration Courses	33 Credits		
3 General Education Electives	9 Credits		
4 Electives	12 Credits		
4 Specialization Courses	12 Credits		
1 Capstone Course	3 Credits		
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**		

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing
ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication

MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

MBA561	Conflict Management
MBA562	Judgment and Decision Making
MBA563	Negotiation
MBA600	Strategic Management

BBA490	BBA Capstone

BBA in Project Management

MASTERING THE PROJECT. Today's competitive global marketplace requires advanced business knowledge, making an advanced degree a must-have for those seeking key management and leadership roles. Pairing this core competency with the highly valued skills of project management makes for an unstoppable combination. The Project Management Institute ® (PMI®) has designated JIU as a Global Registered Education Provider (Global R.E.P.).   PMI is a registered mark of Project Management Institute, Inc.

This bachelor degree specialization uses 4 specialization courses from the MBA program, giving the student a head-start on his/her master's degree.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine the context of projects and differentiate between projects and operations
- Master project life cycles
- Plan for resources, costs, budgets, risk assessments and staffing requirements
- Develop timelines, conduct evaluations and measure overall strategic impacts for projects
- Develop foundational business knowledge and skills through the core courses

 Who should enroll:

This degree is ideal for business professionals interested in project management who are seeking a quality degree program. Students include senior project managers, product and/or service directors and coordinators, key account managers, and IT professionals, among others. These courses may also be used by existing PMP® certificant(s) for professional development purposes and each course is worth 45 PDUs towards PMP® Continuing Certification Requirements (CCR). PMP® is a registered mark of Project Management Institute, Inc.

This ABM in Project Management is for exceptional students who wish to pursue both a bachelor's and master's degree. Students who apply to this BBA degree program are admitted automatically into either the MBA or MABC program upon completion of the bachelor's degree.

Note: JIU also offers a project management specialization within the Master of Arts in Business Communication degree program. If you are interested in studying project management from a business process/communications perspective, you may want to consider this option after completing the BBA.

1 Orientation Course - no cost	No Credit		JIU101	Orientation - Successful Online Learning
2 Student Success Courses	6 Credits			
9 General Education Courses	27 Credits			
6 Business Administration Core Curriculum Courses	18 Credits			
11 Business Administration Courses	33 Credits			
3 General Education Electives	9 Credits			

4 Electives	12 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**120 CREDIT HOURS**

CRT100	Critical Thinking and Creative Problem Solving
ENG100	The Writing Process

ART101	Art Appreciation
ENG101	Composition
ENG102	English Literature
IT102	Introduction to Computer Information Systems
MATH101	Introduction to College Math
SCI201	Science and Technology
SCI202	Physics of Modern Technology I
SCI203	Physics of Modern Technology II
SPCH101	Fundamentals of Public Speaking

BBA101	Introduction to Business
BBA110	History of Business
BBA204	Legal Environment of Business
BBA210	Financial Flow - Follow the Money
BBA211	Introduction to Management
BBA212	Technical Writing

BBA301	The Global Marketplace
BBA304	Marketing Management
BBA305	Introductory Economic Theory
BBA306	Financial Accounting
BBA307	Finance
BBA310	Management
BBA431	Marketing Research
BBA484	Global Strategies
BC345	Organizational Communication
BC352	Fundamentals of Business Writing

ETH401	Making Ethical Management Decisions

GEOG201	Human and Cultural Geography
HIST201	History of World Literature
HUM201	Peace and Conflict Studies
MATH201	Intermediate College Algebra
PSY201	Psychology of the Organization

BBA311	Using the Internet in Business
BC355	Business Communication Contexts
BC372	Intercultural Communication
BC380	Team Communication
BC465	Negotiation and Conflict Management
BC470	Collaboration Technology Systems
BC475	Organizational Training and Development
MATH301	Business Mathematics

MBA571	The Project Management Framework
MBA572	Planning Projects to Manage Outcomes
MBA573	Project Controls and Tracking Project Progress
MBA574	Strategic Thinking and Project Management

BBA490	BBA Capstone

MABC Program Mission and Description

The Jones International University® (JIU®) School of Business' Master of Arts in Business Communication (MABC) program is designed to equip students for leadership positions by providing them with the knowledge, skills and abilities to meet the highest standards of excellence in executive communication within an organization.

If you are seeking to build leadership skills with an emphasis on developing, directing, and evaluating communication that promotes organizational success, the MABC program provides that opportunity. Graduates of the program are equipped with the knowledge, skills and abilities to contribute to the smooth functioning of communication across and within businesses and non-profit organizations. Students utilize innovation processes, influence strategies, virtual technologies and business research methods to solve problems involving people of diverse backgrounds and within global organizations. In addition to the core MABC curriculum, you may select unique degree specializations in the area of interest that best meets your needs.

The JIU School of Business is committed to creating a world-class curriculum that challenges and compels students to become successful and influential business leaders. The program requires a depth and breadth of knowledge; and follows a logic that helps a student move from the theoretical foundations of business toward the development of knowledge, design and application of research to solve critical, practical business problems.

MABC Program Learning Outcomes

Students matriculating in JIU's MABC Program will graduate having mastered a core set of competencies. They will have mastered advanced communication skills and the ability to apply them to the global workplace. Graduates of the MABC program are expected to occupy leadership positions equipped with the following competencies as they apply this knowledge to the global workplace.

In addition to the knowledge and skills competencies comprising the common body of knowledge, JIU MABC students also develop a set of proficiencies through their selected specialization.

Graduates of the MABC program demonstrate the following knowledge, skills and abilities in:

- **STRATEGIC PLANNING**: Formulates, interprets and contributes to an organization's vision by aligning business processes and teams to meet measurable objectives that contribute to success.
- **CORPORATE MESSAGING**: Directs or participates in the formulation and delivery of effective presentations, creating consistent messaging, and developing the pathways and processes to ensure consistent messaging across the business organization.
- **THE PROMOTION OF EMPLOYEE EFFECTIVENESS**: Actively contributes to the development and performance of others, including excellence in interpersonal communication, motivation techniques, coaching and mentoring, team leadership, design of an empowering work environment, and effective delegation.
- **SKILL IN POLICY FACILITATION**: Supports organizational stakeholders to achieve goals by developing and designing policy implementation, acting as a mediator to negotiate conflict, and facilitating leadership in others who carry out policies.
- **LEADERSHIP**: Grasps and applies a variety of leadership methods and practices; works to understand innate leadership abilities as well as the application of leadership practices to multiple business contexts and to self management; includes the ability to effectively influence and coach others; demonstrates stewardship of business organization.
- **PROFICIENCY IN TECHNOLOGIES THAT SUPPORT ORGANIZATIONAL COMMUNICATION**: Demonstrates awareness of the technology systems and solutions by assessing need, analyzing problems and proposing innovative solutions that contribute to and prove their value to the bottom line of business profitability.
- **ETHICS, DIVERSITY AND LEGALITY**: Proficient in determining and acting upon ethical solutions to difficult and diverse situations to protect intellectual property and the rights of others as well as acting ethically within daily business practices and interactions, inclusive of a global point of view and associated legality.

- **PROBLEM ANALYSIS AND INNOVATION**: Achieves the capacity to identify, analyze and formulate innovative solutions to complex problems involving people working toward business objectives; includes conducting appropriate research to build a valid case for the selected solution
- **INTERPERSONAL, PRESENTATIONAL AND WRITTEN COMMUNICATION**: Goes beyond style and appearance to compose concise and powerful statements using various media, including the spoken word, to influence, persuade and present a strong case for a specific point of view.

MABC Student Deliverables

The MABC program's graduation standards are high and the degrees awarded are appropriate to the profession. JIU degree programs are built on a model that expects students, with the proper support and guidance, to meet performance-level expectations.

MABC students can expect their faculty members to use formative and summative assessment to assess each student's effective communication, critical thinking, leadership, global citizenship, ethics, information literacy, problem-solving competence, and performance vis-à-vis program outcomes. Faculty members use assessment rubrics and appraisal forms to explain "strengths," "areas of concern," and "recommendations" for improvement so a student can meet performance-level expectations.

Each student receives regular, helpful formative feedback from faculty during each course; and faculty members provide a meaningful summative assessment for each of the student's assessments against institutional objectives. To graduate from the program, all of a student's program and institutional objectives must meet performance-level expectations. Regular follow-up with graduates is conducted to provide confirmatory assessment for the program.

By submitting the following deliverables, students are demonstrating their mastery of program, institutional and general education outcomes such that there is an attainment of "competent" levels of achievement in all outcomes by graduation:

- **COURSE PROJECT/PAPER/ASSIGNMENTS** – Varies by course. These assignments provide evidence for an aggregate measure of the student's knowledge of the course's contents and is assessed vis-à-vis the course learning objectives.

MABC in Entrepreneurship

DO YOU HAVE WHAT IT TAKES? Every business begins with a dream. But what separates those that fail from those that flourish is someone who has the vision, strategy, and discipline to nourish and grow that dream. If you possess the entrepreneurial spirit but need the practical skills to run a successful business in the field of professional communication, this program is for you! In this specialization, you will study key principles and practices critical to establish a communications-oriented small business and position it for growth.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine the characteristics, knowledge, skills, and abilities necessary for successful entrepreneurship
- Write a business and marketing plan for a new venture.
- Develop a feasibility analysis for a new business
- Create strategies for organizational change
- Develop foundational business communication knowledge and skills through the core courses

 Who should enroll:

Ideal for business students and busy communications professionals who want to establish their own consultancy or small business, this degree program offers you the opportunity to learn theory and best practices and apply them to your own

professional environment. Others who will find this degree valuable are potential entrepreneurs, consultants, managers, new business developers and directors who wish to develop in this direction.

1 Orientation Course - no cost	No Credit
7 Communication and Leadership Core Courses	21 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

BC500	Business Research Methods
BC532	Directing Corporate Communication
BC541	Managing High-performance Teams
BC563	Enterprise Innovation & Technology
BC611	Leading with Integrity
BC628	Designing High-impact Presentations
ETH501	Making Ethical Management Decisions

BC612	Influence Strategies for Organizational Change
MBA541	Fundamentals of Entrepreneurship
MBA542	Feasibility Analysis for New Ventures
MBA543	Business and Marketing Plans for New Ventures

BC681	MABC Capstone

MABC in Leadership and Influence

BECOME THE LEADER YOU WERE MEANT TO BE. Today's headlines are filled with news of corporate scandals, fiscal mismanagement and executive greed at the expense of the company, employee and shareholders. Public awareness of corporate abuse has renewed interest in the role of a leader and the power of influence within an organization, especially in our global economy. This degree program was designed to give business leaders (or those aspiring to positions of power) a strong foundation in the principles of strong leadership and stewardship and arm them with the most effective strategies to resolve conflict and affect positive change.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Develop an inclusive frame of reference that enables you to make sense of the dynamic complexity of global business
- Create strategies for organizational change
- Develop methods for managing conflicts
- Employ quantitative and qualitative decision-making tools
- Develop foundational business communication knowledge and skills through the core courses

Who should enroll:

If you need to step up your management skills and master the latest techniques for powerful, positive leadership, this program is perfect for you. Students include business leaders and those seeking positions of leadership. Whether your field is human resources, law, business, supply chain management, health care, or technology, the practical knowledge gained here will empower you with the ability to lead positively and ethically.

1 Orientation Course - no cost	No Credit
7 Communication and Leadership Core Courses	21 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

BC500	Business Research Methods
BC532	Directing Corporate Communication
BC541	Managing High-performance Teams
BC563	Enterprise Innovation & Technology
BC611	Leading with Integrity

BC607	Leading from a Global Perspective
BC612	Influence Strategies for Organizational Change
MBA561	Conflict Management
MBA562	Judgment and Decision Making

BC628	Designing High-impact Presentations
ETH501	Making Ethical Management Decisions

BC681	MABC Capstone

MABC in Leading the Customer-Driven Organization

PUTTING YOUR CUSTOMER FIRST IS KEY. The best and brightest leaders in any organization share one common secret: If you take care of your customer, success will follow. Despite most companies' claim that they are customer-centered, most organizational structures are, in fact, product-driven. But times are changing. This specialization examines the paradigm shift in business assumptions about the customer and enables you to implement important structural changes designed to meet the needs of your organizations customers – both external and internal. You also will gain highly relevant and valued practical knowledge on positive leadership and how it functions in relation to the customer.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Create a systems approach to integrating business systems for effective internal and external customer service management
- Develop a customer centered focus that has a positive impact on organization performance
- Develop an inclusive frame of reference that enables you to make sense of the dynamic complexity of global business
- Create strategies for organizational change
- Develop foundational business communication knowledge and skills through the core courses

Who should enroll:

Business leaders and those seeking positions of leadership and influence within customer-centric organizations will find this degree program especially valuable. Typical students include CEOs, COOs and other executives who seek to empower their sales and service teams, global or international sales directors, director of sales and service, territory sales directors as well as sales and/or service managers, as well as those aspiring to such positions. The expertise gained from this progressive specialization can be applied to any field or industry that has internal or external customers.

1 Orientation Course - no cost	No Credit	
7 Communication and Leadership Core Courses	21 Credits	
4 Specialization Courses	12 Credits	
1 Capstone Course	3 Credits	
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**	

JIU101	Orientation - Successful Online Learning

BC500	Business Research Methods	BC605	Leading the Customer-Driven Organization
BC532	Directing Corporate Communication	BC606	Managing the Customer Experience
BC541	Managing High-performance Teams	BC607	Leading from a Global Perspective

BC563	Enterprise Innovation & Technology		BC612	Influence Strategies for Organizational Change
BC611	Leading with Integrity			
BC628	Designing High-impact Presentations			
ETH501	Making Ethical Management Decisions			

BC681	MABC Capstone

MABC in Project Management

AN UNSTOPPABLE COMBINATION. A core competency in business communications paired with comprehensive strategic project management knowledge will undoubtedly give you the competitive edge in today's global project-oriented marketplace. This degree program will you equip you with tangible communications strategies and expertise for leadership in business while providing you with critical management skills to optimize performance throughout any project life cycle.

The Project Management Institute ® (PMI®) has designated JIU as a Global Registered Education Provider (Global R.E.P.).   PMI is a registered mark of Project Management Institute, Inc.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine the context of projects and differentiate between projects and operations
- Master project life cycles
- Plan for resources, costs, budgets, risk assessments and staffing requirements
- Develop timelines, conduct evaluations and measure overall strategic impacts for projects
- Develop foundational business communication knowledge and skills through the core courses

 Who should enroll:

Ideal for communication professionals, this degree program will blend practical experience with business trends and theory in one of the most growth-oriented segments in the corporate world. Project management skill sets will enhance every professional who is focused on process and "people" management as it relates to organizational development.

Those who will find an advanced degree in project management invaluable include senior project managers, directors and coordinators, marketing and PR professionals, service managers, and leaders responsible for large teams of people or operations and human resources departments.

These courses may also be used by existing PMP® certificant(s) for professional development purposes and each course is worth 45 PDUs towards PMP® Continuing Certification Requirements (CCR).

PMP® is a registered mark of Project Management Institute, Inc.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
7 Communication and Leadership Core Courses	21 Credits		
4 Specialization Courses	12 Credits		
1 Capstone Course	3 Credits		
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**		

BC500	Business Research Methods
BC532	Directing Corporate Communication
BC541	Managing High-performance Teams
BC563	Enterprise Innovation & Technology
BC611	Leading with Integrity
BC628	Designing High-impact Presentations
ETH501	Making Ethical Management Decisions

BC681	MABC Capstone

MBA571	The Project Management Framework
MBA572	Planning Projects to Manage Outcomes
MBA573	Project Controls and Tracking Project Progress
MBA574	Strategic Thinking and Project Management

MBA Program Mission and Description

The mission of the JIU School of Business Master of Business Administration (MBA) is to develop and prepare students with the skills, knowledge and professional experiences essential to succeed in the business world through programs of superior value and quality. The JIU MBA offers a rigorous, market-driven business curriculum grounded in global citizenship and ethics.

JIU's Master of Business Administration programs are specifically designed for working professionals who want to advance their careers with a sophisticated level of specialization tailored to meet their academic and professional goals.

We recognize that not every MBA student shares the same needs and interests. That's why we offer several unique degree specializations that will give you the competitive edge in today's tech-oriented, knowledge-based, global economic environment.

MASTER OF BUSINESS ADMINISTRATION SPECIALIZATIONS

- MBA in Accounting
- MBA in Entrepreneurship
- MBA in Finance
- MBA in Financial Analysis
- MBA in Forensic Accounting
- MBA in General Studies
- MBA in Global Enterprise Management
- MBA in Health Care Management
- MBA in Information Security Management
- MBA in Information Technology Management
- MBA in Leading the Customer-Driven Organization
- MBA in Negotiation and Conflict Management
- MBA in Project Management

The JIU School of Business is committed to creating a world-class curriculum that challenges and compels students to become successful and influential business leaders. The program requires a depth and breadth of knowledge; and follows a logic that helps a student move from the theoretical foundations of business toward the development of knowledge, design and application of research to solve critical, practical business problems.

MBA Program Learning Outcomes

Students matriculating in JIU's MBA Programs will graduate having mastered three sets of competencies; they will have mastered the common body of knowledge related to business education (knowledge competencies), and they will have developed the skills to apply this knowledge to global workplaces and marketplaces (skills competencies).

In addition to the knowledge and skills competencies comprising the common body of knowledge, JIU MBA students also develop a set of proficiencies through their selected specialization.

MBA OUTCOMES

1. KNOWLEDGE
   - K1 - Identify and evaluate ongoing and developing issues and trends related to leading and managing organizations in global business environments
   - K2 - Identify and evaluate microeconomic strategies (cost, production structure, etc.) appropriate for companies operating in a variety of markets, including global and e-commerce markets

- K3 – Understand and assess ethical reasoning concepts, theories, and issues as they apply to the conduct of business in global and e-commerce environments
- K4 – Understand and assess the application of the managerial accounting concepts that are germane to the conduct of business in global and e-commerce environments
- K5 - Evaluate marketing issues, concepts, and trends that are crucial to the conduct of business in global and ecommerce environments

2. SKILLS
- S1 - Incorporate financial reporting and accounting information in managerial decision-making
- S2 - Prioritize and create personal strategies for dealing with potential ethical dilemmas
- S3 - Emulate empathy and appreciate the ethical perspectives of others
- S4 - Delineate leadership/management concepts for effective management of organizations that operate across international borders
- S5 - Understand and apply rules, conventions, and practices for measuring and reporting economic events in financial terms
- S6 - Apply budgeting, cash management, credit administration, investment analysis, borrowing funds and financial forecasting to effective business decision making
- S7 - Strategically analyze marketing challenges and opportunities and make sound marketing strategy decisions
- S8 - Select information systems which are appropriate for organizations and projects
- S9 - Apply selected principles of business communication to a variety of management challenges

3. PROFICIENCIES
- These are developed within the individual specializations

MBA Student Deliverables

The MBA program's graduation standards are high and the degrees awarded are appropriate to the profession. JIU degree programs are built on a model that expects students, with the proper support and guidance, to meet performance-level expectations.

MBA students can expect their faculty members to use formative and summative assessment to assess each student's effective communication, critical thinking, leadership, global citizenship, ethics, information literacy, problem-solving competence, and performance vis-à-vis program outcomes.

Each student receives regular, helpful formative feedback from faculty during each course; and faculty members provide a meaningful summative assessment for each of the student's assessments against institutional outcomes. To graduate from the program, all of a student's program and institutional outcomes must meet performance-level expectations. Regular follow-up with graduates is conducted to provide confirmatory assessment for the program.

By submitting the following deliverables, students are demonstrating their mastery of program, institutional and general education outcomes such that there is an attainment of "competent" levels of achievement in all outcomes by graduation:

- **COURSE PROJECT/PAPER/ASSIGNMENTS** – Varies by course. These assignments provide evidence for an aggregate measure of the student's knowledge of the course's contents and is assessed visà- vis the course learning objectives.

MBA in Accounting

SUCCESS, BY THE NUMBERS. Are you working in accounting but want to take your career to the next level? This degree program will provide you with all the skills and knowledge to flourish in this fast-growing field with in-depth coursework in financial, managerial, cost and auditing. Our core MBA curriculum in business, ethics and leadership fundamentals provides the perfect foundation for this highly-valued specialization.

NOTE: The JIU accounting program is specifically developed to meet the AICPA's 150 credit hour requirement. Students with a standard Bachelors of Business in Accounting at 120 credit hours can take the 30 credit hour accounting component of the MBA to meet the AICPA standards or elect to take all 36 credit hours and receive the MBA as well. Additionally, students with a Bachelors in Business who did not major in accounting, but wish to change fields, must take the five JIU Bachelor-level pre-requisite accounting courses in addition to the MBA level courses.

PRE-REQUISITES: The MBA Accounting specialization has the following undergraduate level pre-requisites (or their equivalents):

- BBA306 Financial Accounting
- BBA406 Cost Accounting
- BBA407 Intermediate Accounting I
- BBA408 Intermediate Accounting II
- BBA409 Taxation I

[Required Program Disclosures](#)

PROGAM LEARNING OUTCOMES:

- Apply concepts of audit risk, materiality, and evidence to selected audit and assurance services, processes and business systems
- Understand professional audit responsibilities relative to assurance, attestation, and internal auditing services
- Understand and apply advanced accounting concepts to a variety of service and manufacturing organizations
- Identifies the tax consequences of many sophisticated business, financial, and personal wealth-planning transactions
- Evaluates different approaches to fraud detection and deterrence relative to forensics accounting
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

This degree program is ideal for students who want to work in public, management, and government accounting as well as internal auditing. Our flexible, professionally focused program will enable you to structure your studies to focus on budget analysis, financial and investment planning and information technology consulting so that you may pursue your personal and professional goals.

Interested in becoming a CPA? If so, do understand that every state has different requirements. Please check with your state's CPA Accountancy Board to make sure that you fully understand the specific educational requirements to sit for your state's CPA exam.

			JIU101	Orientation - Successful Online Learning
1 Orientation Course - no cost	No Credit			
6 Business Administration Courses	18 Credits			
5 Specialization Courses	15 Credits			
1 Capstone Course	3 Credits			
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**			

BC607	Leading from a Global Perspective
ETH501	Making Ethical Management Decisions
MBA502	Economic Theory and Applications
MBA503	Managerial Accounting
MBA504	Financial Management
MBA505	Marketing Management

MBA620	Auditing I
MBA621	Auditing II
MBA622	Advanced Accounting
MBA623	Advanced Taxation
MBA624	Forensic Accounting

MBA580	MBA Capstone

MBA in Entrepreneurship

DO YOU HAVE WHAT IT TAKES? Every business begins with a dream. But what separates those that fail from those that flourish is someone who has the vision, strategy, and discipline to nourish and grow that dream. If you possess the entrepreneurial spirit but need the practical skills to run a successful business or if you want to thrive in a corporation that employs entrepreneurial management strategies, this program is for you! In this degree program, you will develop a comprehensive body of knowledge in relevant business theory, techniques, and leadership as well as study key principles and practices critical to establish a business and position it for growth.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine the characteristics, knowledge, skills, and abilities necessary for successful entrepreneurship
- Write a business and marketing plan for a new venture.
- Develop a feasibility analysis for a new business
- Develop strategies for growing new ventures
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

Entrepreneurs, aspiring business owners, managers, team leaders, department heads, inventors, or those charged with new business development will find this degree program invaluable. Other interested students include inventors, product development specialists, investors, and venture capitalists and, perhaps, professional practice owners, such as doctors, veterinarians, attorneys, and accountants.

1 Orientation Course - no cost	No Credit
6 Business Administration Courses	18 Credits
1 Elective	3 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

BC607	Leading from a Global Perspective
ETH501	Making Ethical Management Decisions
MBA502	Economic Theory and Applications
MBA503	Managerial Accounting

Select 1 Graduate level (500-699) ACC, BC, FIN or MBA course

MBA504	Financial Management
MBA505	Marketing Management

MBA541	Fundamentals of Entrepreneurship	MBA580	MBA Capstone
MBA542	Feasibility Analysis for New Ventures		
MBA543	Business and Marketing Plans for New Ventures		
MBA544	Entrepreneurship in a Global Economy		

MBA in Finance

BOTTOM-LINE ADVANCEMENT. Excelling in the complex field of corporate finance requires highly specialized knowledge in financial planning and control, financial analyses, foreign exchange risk management, capital budgeting and fund positioning. This degree program will develop your strategic management skills and fully prepare you for success in both the national and international financial arenas. Enhancing our exceptional MBA core curriculum, this specialization also covers investment management, portfolio construction, banking, and financial decision-making.

For those interested in professional certification, students who graduate from JIU with an MBA in Finance are eligible under the education requirement of the American Academy of Financial Management™ (AAFM™) for the MFP™ Master Financial Professional Credential. Click here to learn more.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Problem-solve issues resulting from analyses of corporate finances, as well as their control mechanisms, and planning policies/processes
- Analyze the abilities of corporations to manage foreign exchange risk, cash, and capital budgeting issues in a global environment
- Use the investment and portfolio management tools employed by professional money managers
- Critically understand the opportunities, difficulties, and problems associated with the most current finance theories and issues confronting global corporations
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

This specialization will appeal to managers and executives who require financial management proficiency to operate in a global business environment as well as any financial analysts who need advanced knowledge to propel their careers and expand their professional opportunities.

1 Orientation Course - no cost	No Credit
6 Business Administration Courses	18 Credits
1 Elective	3 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

BC607	Leading from a Global Perspective

Select 1 Graduate level (500-699) BC or MBA course

ETH501	Making Ethical Management Decisions
MBA502	Economic Theory and Applications
MBA503	Managerial Accounting
MBA504	Financial Management
MBA505	Marketing Management

MBA591	Corporate Finance		MBA580	MBA Capstone
MBA592	Financial Management Multinational Corporations			
MBA593	Investment and Portfolio Management			
MBA594	Advanced Corporate Finance			

MBA in Financial Analysis

Financial analysis refers to an assessment of the financial health of a business or project.   It is performed by analyzing ratios that make use of information taken from financial statements and other reports. The role of a financial analyst is to use spreadsheets and financial ratios to analyze account activity and highlight strengths and weaknesses of a business.

For those interested in professional certification, students who graduate from JIU with an MBA in Financial Analysis are eligible under the education requirement of the American Academy of Financial Management™ (AAFM™) for the Chartered Market Analyst CMA™ credentials. Click here to learn more.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Demonstrate a thorough knowledge of the most important Generally Accepted Accounting Principles (GAAP) and know how they are used to determine the individual items found in financial reports. Understand how various accounting alternatives affect reported net income, stockholders' equity, cash flow and important financial ratios
- Problem-solve issues resulting from analyses of corporate finances, as well as their control mechanisms, and planning policies/processes
- Analyze the abilities of corporations to manage foreign exchange risk, cash, and capital budgeting issues in a global environment
- Use the investment and portfolio management tools employed by professional money managers
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

This program will appeal to managers and analysts who seek to expand their knowledge of corporate finance and financial analysis and for those interested in financial analysis and financial consulting. These positions research an organization and make recommendations for business valuation, mergers and acquisitions, economic analysis and forecasts.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
6 Business Administration Courses	18 Credits		
1 Elective	3 Credits		
4 Specialization Courses	12 Credits		
1 Capstone Course	3 Credits		
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**		

BC607	Leading from a Global Perspective	Select from one of 13 Specializations or General Studies	
ETH501	Making Ethical Management Decisions		

MBA502	Economic Theory and Applications
MBA503	Managerial Accounting
MBA504	Financial Management
MBA505	Marketing Management

FIN600	Financial Statement Analysis	MBA580	MBA Capstone
MBA591	Corporate Finance		
MBA592	Financial Management Multinational Corporations		
MBA593	Investment and Portfolio Management		

MBA in Forensic Accounting

The Merriam-Webster dictionary defines forensic as "belonging to, used in, or suitable to courts of judicature or to public discussion and debate". The Forensic Accountant, through their knowledge of accounting practices, provides findings that are of high enough quality to be presentable and sustainable in a court of law.

PRE-REQUISITES: The MBA Forensic Accounting specialization has the following undergraduate level pre-requisites (or their equivalents):

- BBA306 Financial Accounting
- BBA407 Intermediate Accounting I
- BBA408 Intermediate Accounting II

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Apply concepts of audit risk, materiality, and evidence to selected audit and assurance services, processes and business systems
- Understand professional audit responsibilities relative to assurance, attestation, and internal auditing services
- Evaluate different approaches to fraud detection and deterrence relative to forensics accounting
- Evaluate and understand the legal issues and industry standards that impact the forensic accountant
- Analyze current topics in Forensic Accounting
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

Students who are interested in examining and determining the whether an accounting or financial activity is legal in support of corporate compliance officers, lawyers, and law enforcement personnel. This work may focus on fraud prevention for risk mitigation, fraud detection, or both. The JIU MBA specialization in Forensic Accounting is an advanced accounting degree designed for students who have a prior accounting degree (undergraduate or masters level) and wish to combine that knowledge with specialized knowledge in auditing and forensic accounting – the Forensic Accountant's role is to detect abnormalities within accounting systems and as such first need to know what normal accounting practices are. JIU undergraduate accounting majors who have completed their accounting course work and wish to take these courses as their upper level electives are also welcome.

1 Orientation Course - no cost	No Credit	JIU101	Orientation - Successful Online Learning
6 Business Administration Courses	18 Credits		
5 Specialization Courses	15 Credits		
1 Capstone Course	3 Credits		
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**		

BC607	Leading from a Global Perspective		ACC600	Fundamental Forensic Knowledge
ETH501	Making Ethical Management Decisions		ACC601	Current Topics in Forensic Accounting
MBA502	Economic Theory and Applications		MBA620	Auditing I
MBA503	Managerial Accounting		MBA621	Auditing II
MBA504	Financial Management		MBA624	Forensic Accounting
MBA505	Marketing Management			

MBA580   MBA Capstone

MBA in General Studies

Mastering Business - there is no substitution for a well rounded business professional. If you enjoy problem solving, critical thinking, and wide range of daily challenges, then the MBA in General Studies program is built for you. This program is designed to enhance the management skills you need to function effectively within the business environment. By electing this general approach to the degree, you can enjoy the flexibility of scheduling your classes around your specific needs.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Refine foundational business knowledge and skills through the core courses.
- Develop competencies in systems thinking, change management, leadership, diversity and business ethics.
- Sharpen critical thinking and communication skills while reinforcing both the theoretical and applied principles of business management.
- Understand and apply business skills and knowledge necessary to pursue advancement within a chosen career field.

Who should enroll:

This degree program is ideal for students who want to work in public, private, government, or not-for-profit organizations. Our flexible, professional program enables the student to focus their studies on the general business environment. This program is valuable to working professionals, and recent BBA graduates, looking to increase their earning power and authority level in their current or future occupations. Students who may have a non-business undergraduate degree looking to enter the field of business will also benefit from this program.

1 Orientation Course - no cost	No Credit
6 Business Administration Courses	18 Credits
5 Specialization Courses	15 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

BC607	Leading from a Global Perspective
ETH501	Making Ethical Management Decisions
MBA502	Economic Theory and Applications
MBA503	Managerial Accounting
MBA504	Financial Management

Select 5 courses from: MBA541-544, MBA591-594, MBA521-523, MBA600, BC605, BC606, BC612, MBA561-563, MBA571-574

MBA505   Marketing Management

MBA580   MBA Capstone

MBA in Global Enterprise Management

LEADERSHIP FOR A NEW WORLD. As foreign competition pushes both international and domestic companies to step up their game, today's managers need highly specialized knowledge and competencies to thrive in the new global marketplace. JIU's MBA in Global Enterprise Management degree program gives you a comprehensive arsenal of techniques, strategies and practical skills necessary to manage a multinational venture.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine various strategies for transnational marketing
- Describe cultural issues related to effective management styles and introduce methods for preparing employees for overseas assignments
- Examine the current and future state of technology as it affects the Global Enterprise
- Develop a vision and mission statement for a Global Enterprise
- Develop foundational business knowledge and skills through the core courses

 Who should enroll:

This hands-on, professionally focused program is especially relevant to senior managers and experienced executives who are interested in the management of global commerce.

1 Orientation Course - no cost	No Credit		JIU101	Orientation - Successful Online Learning
6 Business Administration Courses	18 Credits			
1 Elective	3 Credits			
4 Specialization Courses	12 Credits			
1 Capstone Course	3 Credits			
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**			

BC607	Leading from a Global Perspective		Select 1 Graduate level (500-699) ACC, BC, FIN or MBA course
ETH501	Making Ethical Management Decisions		
MBA502	Economic Theory and Applications		
MBA503	Managerial Accounting		
MBA504	Financial Management		

MBA505	Marketing Management

MBA521	Transnational Marketing
MBA522	Cross-Cultural Management
MBA523	Emerging Technologies and Global Enterprise
MBA600	Strategic Management

MBA580	MBA Capstone

MBA in Health Care Management

A PRESCRIPTION FOR SUCCESS. The ever-changing, competitive, and dynamic field of health care presents a unique challenge to administrators and managers committed to success. This degree specialization is designed specifically for working professionals in health care who seek a comprehensive MBA program that provides them with the latest critical management tools and technological expertise to excel.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Establish a competitive marketing plan for a specific health care facility
- Examine existing and future telemedicine technologies
- Identify and analyze how professional norms and expectations for health care professionals differ from other workers
- Develop a vision and mission statement for a Health Care Organization
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

Ideal for those who seek a leadership role in health care and need a quality advanced degree to gain a competitive edge in the marketplace, this program specialization is for anyone in the health care industry who seeks intensive, relevant coursework in effective management, marketing and emerging technologies. This includes middle- to senior-level professionals working in the public, corporate, and non-profit sectors of health care.

1 Orientation Course - no cost	No Credit		JIU101	Orientation - Successful Online Learning
6 Business Administration Courses	18 Credits			
1 Elective	3 Credits			
4 Specialization Courses	12 Credits			
1 Capstone Course	3 Credits			
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**			

BC607	Leading from a Global Perspective		Select 1 Graduate level (500-699) ACC, BC, FIN or MBA course
ETH501	Making Ethical Management Decisions		
MBA502	Economic Theory and Applications		
MBA503	Managerial Accounting		
MBA504	Financial Management		

MBA505	Marketing Management

MBA531	Telemedicine and Emerging Technologies
MBA532	Managing the Health Care Professional
MBA533	Marketing Health Services
MBA600	Strategic Management

MBA580	MBA Capstone

MBA in Information Security Management

SECURE A BETTER FUTURE. The four ISM courses in our MBA specialization are designed to provide realistic recommendations for improving the information security of an organization. In addition to providing background on the growing need for and issues associated with information security, these courses will help students develop practical information security programs that include the people, process and technology components essential to any effective management program. The courses also provide students with practical experience in risk assessment and management, business continuity planning, and incident response from an information security management perspective. If you have a keen interest in information security yet need a comprehensive MBA program to hone your leadership and business management skills, this degree program is for you.

Integral to our ISM program is OCTAVE (Operationally Critical Threat, Asset, and Vulnerability Evaluation) an industry-accepted approach to risk assessment that focuses on helping companies improve their overall information security posture. OCTAVE was developed at the CERT Coordination Center. In addition to providing a systematic, flexible methodology that enables organizations of all sizes to develop security priorities based on their business needs and concerns, OCTAVE is also the preferred risk assessment approach for preparing organizations for compliance with HIPPA (Health Insurance Portability and Accountability Act) and complements audit control frameworks like COSO and COBIT for assuring compliance with SOX (Sarbanes-Oxley). For information on the OCTAVE methodology go to: http://www.cert.org/octave/.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Demonstrate how to create a security policy in an organization and explain how to enforce compliance
- Apply basic technical security concepts to a current state of security within an organization using a layered security model
- Conduct an extensive gap analysis of various systems, and develop a risk management plan for an organization
- Develop a disaster recovery plan and implement lessons learned from previous disasters to improve the plan
- Develop foundational business knowledge and skills through the core courses

 Who should enroll:

The central focus of this program is for general managers whose responsibilities encompass corporate security and information risk management as well as those working as (or who aspire to be) chief security officers. This degree specialization also will appeal to compliance specialists, enterprise security managers and administrators, data security analysts and IS professionals who seek career advancement in upper management.

1 Orientation Course - no cost	No Credit		JIU101	Orientation - Successful Online Learning
6 Business Administration Courses	18 Credits			
1 Elective	3 Credits			
4 Specialization Courses	12 Credits			
1 Capstone Course	3 Credits			
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**			

BC607	Leading from a Global Perspective
ETH501	Making Ethical Management Decisions
MBA502	Economic Theory and Applications
MBA503	Managerial Accounting
MBA504	Financial Management
MBA505	Marketing Management

Select 1 Graduate level (500-699) ACC, BC, FIN or MBA course

MBA611	Securing the Organization
MBA612	Securing the Network
MBA613	Risk Assessment and Management
MBA614	Business Continuity Planning

MBA580	MBA Capstone

MBA in Information Technology Management

HARNESSING TECHNOLOGICAL INNOVATION. It's no secret that some of the most sought-after professionals are those who possess the ability to exploit technology and manage the unique needs of an organization's knowledge workers. JIU's exceptional MBA curriculum is enhanced with several highly specialized courses that advance your knowledge of IT and give you the tools to manage all aspects of this important resource. In addition to studying the impact of globalization, this specialization hones in on the essentials of strategic planning and gives you the most effective techniques for anticipating and implementing technological advances that are critical to future business success.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Implement changes in information systems to align with a marketing based organization
- Identify the unique challenges of leading knowledge workers in an information systems organization
- Identify IT strategies for the development of Web-based businesses
- Develop a vision and mission statement for an IT department
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

An MBA in Information Technology Management is a highly-valued degree that equips you for advancement in a wide range of industries. This degree specialization is especially relevant to strategic planners and administrators who are responsible for planning and managing information technology and knowledge workers.

1 Orientation Course - no cost	No Credit
6 Business Administration Courses	18 Credits
1 Elective	3 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

BC607	Leading from a Global Perspective
ETH501	Making Ethical Management Decisions
MBA502	Economic Theory and Applications
MBA503	Managerial Accounting

Select 1 Graduate level (500-699) ACC, BC, FIN or MBA course

MBA504	Financial Management
MBA505	Marketing Management

MBA551	Internal Marketing for Information Managers
MBA552	Managing Knowledge Workers
MBA553	e-Commerce and the Internet
MBA600	Strategic Management

MBA580	MBA Capstone

MBA in Leading the Customer-Driven Organization

THE CUSTOMER COMES FIRST. The best and brightest leaders in any organization share one common secret: If you take care of your customer, success will follow. Despite most companies' claim that they are customer-centered, most organizational structures are, in fact, product-driven. But times are changing. This program examines the paradigm shift in business assumptions about the customer and enables you to implement important structural changes designed to meet the needs of your organizations customers – both external and internal. Our core MBA curriculum in business, ethics and leadership fundamentals provides the perfect foundation for this highly-valued specialization.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Create a systems approach to integrating business systems for effective internal and external customer service management
- Develop a customer centered focus that has a positive impact on organization performance
- Create strategies for organizational change
- Employ quantitative and qualitative decision-making tools
- Develop foundational business communication knowledge and skills through the core courses

Who should enroll:

Business leaders and those seeking positions of leadership and influence within customer-centric organizations will find this degree program especially valuable. Typical students include CEOs, COOs and other executives who seek to empower their sales and service teams, global or international sales directors, director of sales and service, territory sales directors as well as sales and/or service managers, as well as those aspiring to such positions. The expertise gained from this progressive specialization can be applied to any field or industry that has internal or external customers. Combine the functional knowledge gained in the MBA program with the leadership skills that will help you and your organization to excel.

1 Orientation Course - no cost	No Credit
6 Business Administration Courses	18 Credits
1 Elective	3 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

BC607	Leading from a Global Perspective
ETH501	Making Ethical Management Decisions

Select 1 Graduate level (500-699) ACC, BC, FIN or MBA course

MBA502	Economic Theory and Applications
MBA503	Managerial Accounting
MBA504	Financial Management
MBA505	Marketing Management

BC605	Leading the Customer-Driven Organization		MBA580	MBA Capstone
BC606	Managing the Customer Experience			
BC612	Influence Strategies for Organizational Change			
MBA562	Judgment and Decision Making			

MBA in Negotiation and Conflict Management

THE ART OF PRINCIPLED NEGOTIATION. In today's frenetic marketplace, the ability to resolve conflict and lead effective, ethical negotiations brings immeasurable value to any organization. JIU's MBA in Negotiation and Conflict Management enables you to respond to the rising demands of corporations in these important areas by focusing on leadership, decision-making and principled negotiating techniques. This degree specialization is enhanced by our exceptional MBA core curriculum.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Develop methods for managing conflicts
- Employ principled negotiation skills
- Employ quantitative and qualitative decision-making tools
- Apply negotiation and conflict skills to the process of strategic planning
- Develop foundational business knowledge and skills through the core courses

Who should enroll:

This degree specialization will appeal to general managers, senior executives and directors who are responsible for the negotiation and implementation of new business deals.

1 Orientation Course - no cost	No Credit
6 Business Administration Courses	18 Credits
1 Elective	3 Credits
4 Specialization Courses	12 Credits
1 Capstone Course	3 Credits
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**

JIU101	Orientation - Successful Online Learning

BC607	Leading from a Global Perspective
ETH501	Making Ethical Management Decisions
MBA502	Economic Theory and Applications
MBA503	Managerial Accounting
MBA504	Financial Management
MBA505	Marketing Management

Select 1 Graduate level (500-699) ACC, BC, FIN or MBA course

MBA561	Conflict Management
MBA562	Judgment and Decision Making
MBA563	Negotiation
MBA600	Strategic Management

MBA580	MBA Capstone

MBA in Project Management

MASTERING THE PROJECT. Today's competitive global marketplace requires advanced business knowledge, making an MBA a must-have for those seeking key management and leadership roles. Pairing this core competency with the highly valued skills of project management makes for an unstoppable combination.

The Project Management Institute ® (PMI®) has designated JIU as a Global Registered Education Provider (Global R.E.P.). PMI is a registered mark of Project Management Institute, Inc.

Required Program Disclosures

PROGRAM LEARNING OUTCOMES:

- Examine the context of projects and differentiate between projects and operations
- Master project life cycles
- Plan for resources, costs, budgets, risk assessments and staffing requirements
- Develop timelines, conduct evaluations and measure overall strategic impacts for projects
- Develop foundational business knowledge and skills through the core courses

 Who should enroll:

This degree is ideal for business professionals interested in project management who are seeking a quality MBA program. Students include senior project managers, product and/or service directors and coordinators, key account managers, and IT professionals, among others. These courses may also be used by existing PMP$^®$ certificant(s) for professional development purposes and each course is worth 45 PDUs towards PMP$^®$ Continuing Certification Requirements (CCR).

PMP$^®$ is a registered mark of Project Management Institute, Inc.

NOTE: JIU also offers a project management specialization within the Master of Arts in Business Communication degree program. If you are interested in studying project management from a business process/communications perspective, you may want to consider this option. Click here to learn more.

1 Orientation Course - no cost	No Credit		JIU101	Orientation - Successful Online Learning
6 Business Administration Courses	18 Credits			
1 Elective	3 Credits			
4 Specialization Courses	12 Credits			
1 Capstone Course	3 Credits			
TOTAL REQUIRED FOR GRADUATION	**36 CREDIT HOURS**			

BC607	Leading from a Global Perspective	Select 1 Graduate level (500-699) ACC, BC, FIN or MBA course
ETH501	Making Ethical Management Decisions	
MBA502	Economic Theory and Applications	
MBA503	Managerial Accounting	
MBA504	Financial Management	
MBA505	Marketing Management	

MBA571	The Project Management Framework		MBA580	MBA Capstone	
MBA572	Planning Projects to Manage Outcomes				
MBA573	Project Controls and Tracking Project Progress				
MBA574	Strategic Thinking and Project Management				

DBA Mission and Description

Mission

The Jones International University School of Business' Doctorate of Business Administration (DBA) program is designed to create new knowledge, and advance the professional development of practicing managers and professionals in the business arena: first by extending their knowledge of management science; and, second, by equipping them with broad research and process-management skills.

Description

For those of you who seek the pinnacle in academic credentials, JIU's Doctorate of Business Administration (DBA) delivers a powerful program designed to enhance your critical thinking and analytical skills, hone your leadership abilities, and enable you to develop an expertise in conducting and understanding research, methodology, and evaluation. We created this fully online DBA program to serve business and working academic professionals who want to propel their careers forward.

We have a world-class faculty that design and deliver a high-caliber curriculum that is designed with your professional development in mind. Our unique DBA perfectly balances courses and research so students will develop expert-level knowledge in their chosen field. Assignments are authentically based and are appropriate to the courses' needs, whether it is problem-based or project-based learning. Our students often turn their coursework into work projects for real and immediate benefits.

All too often, a large percentage of doctoral students across the country get through their program but become overwhelmed by the thought of producing a dissertation. JIU's doctoral program is unique – we combine a DBA Project with a unique parallel mentoring track which supports our students' academic progress from the outset and keeps their focus on degree completion.

DBA Program Learning Outcomes

Program Learning Outcomes:

- Develop extensive knowledge of emerging business and management ideas, and their relevance to applied business settings in order to contribute to advanced professional practice.
- Critique and synthesize the literature of both business management and applied research.
- Organize and synthesize applied research with academic learning as a forerunner to the formulation of vision and strategy in the business enterprise.
- Produce a rigorous, independent and creative DBA Project using applied research methodologies to contribute to the professional body of knowledge and to communicate the research findings.

DBA Collaborative Learning

The cohort model for the JIU School of Business DBA program is the quintessential "learning community." As a member of a DBA learning community, each student joins—in a very real sense—a professional support group that also becomes a lifelong group of colleagues and friends. A student's DBA learning community includes both classmates and faculty. In essence, each DBA cohort is a group of learners that:

- trusts and respects each other;
- serves as resources for each other;
- practices together the art and science of critical thinking, leadership, and research;
- provides emotional support for each other;
- takes ownership and responsibility for the quality of the learning environment;

- challenges each other to the highest learning outcomes;
- shares success stories and congratulates each other for work well done.

The DBA faculty members believe that a critical factor in the success of the program is its focus on learning as an interactive process. All core-content courses, research and inquiry courses, courses, mentoring courses, and DBA Project colloquia are designed to bring students, faculty, and staff together in a learning community. Throughout the program, students and faculty alike support each other in the creation of students' professional synthesizing projects.

DBA Deliverables

- Course Project/Paper/Assignments – Varies by course. These assignments will provide evidence for an aggregate measure of the student's knowledge of the course's contents and will be assessed vis-à-vis the course learning objectives. Each course will have a rubric or appropriate assessment plan for measuring the outcomes.
- Annotated Bibliographical Abstracts – Ten per course consisting of five readings from the required reading list and five readings of student's own choosing. This may vary on a course-by-course basis given the course learning objectives.
- Structured Mentoring Deliverables – Each student will participate in a mandatory structured mentoring process that is designed to give students individual assistance in mastering the DBA Project process. Each mentoring cycle will build a deliverable that will systematically take the student from identification of research question to the final DBA Project.
- Comprehensive Examination – The JIU School of Business DBA program requires each student to demonstrate his/her mastery of the depth and breadth of their field of study by passing the comprehensive written examination (i.e., "written comps"). Prior to taking written comps, a student must complete successfully the entire core-content course sequence.
- DBA Project Proposal – Each DBA student submits a formal proposal to his/her DBA Project committee. The proposal approval process will occur at the start of Year Three in the DBA Project proposal course, BA 731. This presentation will allow DBA students to experience a "conference" setting, and appropriate presentation and interactive peer review. The suggestions given to the candidates will then be taken under consideration by the students and their committees before the final approval of the DBA Project proposal.
- DBA Project - Each DBA student completes the process of becoming a research-based professional by completing a personally meaningful and authentically based Project with a focus on practical and professional problem solving. Each student forms a three-person DBA Project committee that is responsible for giving sound advice and final approval of the student's formal proposal and final defense. The three committee members consist of a DBA Project advisor, a faculty member, and either another faculty member or an external reader who is an expert in the field.

DBA Transfer Credits

If you have transfer credits, you will be enrolled automatically in the equivalent JIU course and receive one-credit hour as a Review student. You will be required to participate in the Forum discussion as you would in a regular section and will be required to submit a study guide that will assist you in your preparations for the comprehensive exam.

BA710R	Foundations Of Management Science	1
BA711R	International Business Management	1
BA712R	Organizational Development	1
BA713R	Leadership and Organizations	1
BA714R	Sustainability and Innovation in the Business Enterprise	1

BA715R	Organizational Measurement and Assessment I	1
BA716R	Organizational Measurement and Assessment II	1
BA717R	Strategic Management	1
METHODOLOGY FOUNDATIONS	**TITLE**	**CREDIT HOURS**
RES700R	Foundations of Doctoral Research Methods	1
RES701R	Qualitative Doctoral Research Methods	1
RES702R	Quantitative Doctoral Research Methods	1
RES703R	Advanced Quantitative Doctoral Research Methods	1

Doctoral program students who have been pre-approved to transfer graduate level credits from another university will be automatically enrolled in a Review section to monitor the relevant course. This required review section is a Pass/Fail, 0 credit, $0 fee course. Students will be required to participate in the Forum discussion as they would in a regular section and also be required to submit a study guide that will assist preparations for the Comprehensive Exam and Dissertation. For more information see the [Transfer of Credit Policy](#).

DBA Program Structure

Each student in the DBA program completes 18 courses, 12 dissertation advising/writing courses, six DBA Project Critiques, and their DBA Project in as few as three years.

- The 12 three-credit content courses are paralleled by 12 one-credit-hour "advising/writing courses" that allow students to work closely with trained faculty mentors to integrate course learning with the initial development of the DBA Project proposal.
- Following the content courses, students complete a comprehensive examination (three credits) and a DBA Project Proposal course (four credits). These courses are paralleled by two one-credit DBA Project Critique courses.
- Each student then completes four four-credit-hour DBA Project courses that pair the student with his/her DBA Project Supervisor and committee.
- We show the current schedule below; this schedule may be subject to change. Students should follow this schedule and any questions should be addressed with their Student Support Counselor.

1	DC	DOC900: Doctoral and Specialist Programs: Year 1 Colloquium	0				0
	1	BA710: Foundations of Management Science	3	DOC910: Foundations of Doctoral Writing	1		4
	2	RES700: Foundations of Doctoral Research Methods	3	DOC911: Foundations of Doctoral Research	1		4

Year	#	Course	Cr	Doctoral Course	#	Cr
	3	BA712: Organizational Development	3	DOC912: Structure of the Literature Review	1	4
	4	RES701: Qualitative Doctoral Research Methods	3	DOC913: Developing the Research Question	1	4
	5	RES702: Quantitative Doctoral Research Methods	3	DOC914: Structure of the Research Methodology	1	4
	6	RES703: Advanced Quantitative Doctoral Research Methods	3	DOC915: Structure of the Literature Review and Prospectus	1	4
					Year 1 Total:	24
2	1	BA711: International Business Management	3	DOC916: Initial Drafts of the Literature Review	1	4
	2	BA713: Leadership and Organizations	3	DOC917: Initial Drafts of the Research Methodology	1	4
	3	BA714: Sustainability and Innovation in the Business Enterprise	3	DOC918: Final Draft of the Literature Review	1	4
	4	BA715: Organizational Measurement and Assessment I	3	DOC919: Final Draft of the Research Methodology	1	4
	5	BA716: Organizational Measurement and Assessment II	3	DOC920: Initial Drafts of the Introduction	1	4
	6	BA717: Strategic Management	3	DOC921: Final Draft of the Introduction and IRB Application	1	4
					Year 2 Total:	24
3	1	BA730: Comprehensive Examination	3	DOC922: Proposal and IRB Approval	1	4
	2	BA731: Formal Proposal	3			4
	3	BA820: DBA Project Studies: Data Gathering	4	DISS820: Dissertation Data Gathering	4	4
	4	BA821: DBA Project Studies: Analysis	4	DISS821: Dissertation Analysis	4	4
	5	BA822: DBA Project Studies: Results	4	DISS822: Dissertation Results	4	4
	6	BA823: DBA Project Studies: Final Defense	4	DISS823: Dissertation Final Defense	4	4
					Year 3 Total:	24
4**	1	BA824: DBA Project Extension: Optional				3 A/N

2		BA825: DBA Project Extension: Optional			3 A/N
3		BA826: DBA Project Extension: Optional			3 A/N
4		BA827: DBA Project Extension: Optional			3 A/N
5		BA828: DBA Project Extension: Optional			3 A/N
6		BA829: DBA Project Extension: Optional			3 A/N
				Total:	72

* Each year consists of six eight-week sessions.

** A student who does not complete his/her DBA Project within three years will continue to a fourth year of study, repeating the final three-credit course as needed (A/N) in order to submit a passing DBA Project .

5 Year Completion Policy

Doctorate students must complete their program within 5 years from their start date.

Due to the Continuous Enrollment Policy, a student is required to take a class every term to prevent dismissal from the University. However, if a student is unable to follow this policy they are required to submit a Continuous Enrollment/Program Extension Form.

DBA Academic Processes

PROFESSIONAL DELIVERABLES AND ASSESSMENT RUBRICS

Students will be measured, or assessed, against a clear set of guidelines and expectations that are based upon the mission of the DBA program and the overall program outcomes. Student evaluation/assessment begins with the orientation process and continues through the completion of the DBA Project. The tools by which the students in a cohort are assessed include, but are not limited to, the following:

1. Application of orientation standards
    a. Participation and completion of exercises in a two-week intensive online orientation process.
    b. Students participate in a "live" three hour Doctoral Colloquia on the Saturday before their courses begin.
2. In-course assessments aggregated by instructor
    a. Professional abstracts (measured by Abstract and Critique Rubric)
    b. Professional reflective discussions (measured by Professional Discussion Rubric)
    c. Other course projects and assignments as appropriate (measured by Professional Project Rubric; and DBA Writing Rubric)
3. End-of-course surveys of faculty, content, and the learning experience
4. Annual doctoral colloquium
    a. Self-assessment on progress vis-à-vis DBA Project Assessment Rubric
    b. Participation in focus groups to explore successful knowledge transfer
5. Research and DBA Project mentoring (measured by DBA Project Assessment Rubric; and DBA Writing Rubric)
6. Comprehensive examination (see description in following section)
7. DBA Project proposal (measured by DBA Project Assessment Rubric; and DBA Writing Rubric)

8. Completed DBA Project (measured by DBA Project Assessment Rubric; and DBA Writing Rubric)

COMPREHENSIVE WRITTEN EXAMINATION

The JIU School of Business DBA program requires each student to demonstrate his/her mastery of program content by passing the comprehensive written examination (i.e., "written comps"). Prior to taking written comps, a student must complete successfully the entire core-content course sequence Student's will enter all core courses with a thorough understanding that they will need to be prepared to apply the knowledge gained from each course in the comprehensive exam process.

The students begin with a list of 12 questions drawn from the core areas, and then select and write on five of these topics. Each of the student's five answers is evaluated by two faculty members — qualified by their content expertise— who evaluate the answer on both quality of writing and on content. Each faculty member evaluates the answer on a pass/no pass basis.

BA731 DBA PROJECT PROPOSAL OVERVIEW

The JIU School of Business DBA program requires each student to demonstrate his/her mastery of a specific problem drawn from the business field, relevant business literature and theory, and appropriate research methods by passing the oral presentation of his/her DBA Project proposal. This proposal normally includes submission — to the student's DBA Project committee — of the first three chapters of his/her Project, including:

- Introduction of the Problem
- Literature and Theory Review
- Research Methodology

The School of Business' DBA Project proposal course, BA 731, provides students with eight weeks of direct instruction designed to help students present passing proposals. Each student's DBA Project committee chairperson certifies to the DBA Chairperson that the formal DBA Project proposal is acceptable.

Prior to Week 1	In collaboration with his/her dissertation advisor/DBA Project committee chairperson, the DBA student writes the first three chapters of his/her DBA Project.
Weeks 1-4	The participating student submits copies of his/her polished proposal at least two weeks prior to the presentation to his/her DBA Project committee. This essential planning stage ensures that the student has received and made all required revisions.
Weeks 5-6	The participating student presents the oral presentation of his/her formal DBA
	Project proposal to his/her DBA Project committee. The student's committee evaluates the oral presentation of the DBA Project proposal on a pass/no pass basis.
Weeks 7-8	A student who does not receive a passing evaluation by every member of his/her DBA Project committee must continue in BA731 until all members approve.
Week 8	The student's DBA Project Supervisor submits to the DBA Chairperson a copy of the proposal that includes an abstract and a tentative timeline for completion that has been approved by every member of the student's DBA Project committee.

This process ensures that the student's DBA Project problem, literature and theory review, and/or research methods are designed properly prior to the writing and completion of the final DBA Project. Upon successful completion of the formal DBA Project proposal, the student may advance to his/her DBA Project writing courses.

JIU DBA PROJECT

The curriculum of the JIU DBA requires that you conduct a Doctoral Project. The University considers this project the capstone of its Doctoral educational program. The Project is designed to be a comprehensive instructional approach in which applied research theory intersects real world business challenges. All students are required to devote a considerable amount of time, even during the first two years of the program in the Mentoring Track, defining, refining and shaping the DBA Project. The major criterion for the DBA Project is that the end-product integrates doctoral level applied research rigor in the areas of review of literature, research design and appropriate methodology. Showing mastery through the DBA Project of the applied research process ensures that graduates of the DBA program are consumers of management literature at a level that ensures their ability to adapt and apply the skills of a research professional in their organization.

A doctoral degree implies the learner can read, write and think like a scholar. It is essential that he/she perfect these skill levels because he/she will be expected to use them in his/her profession once the degree is conferred. Employers expect post-graduates to problem-solve by analyzing, synthesizing, and evaluating information. A Doctoral Project presents the ideal opportunity for the learner to master these research professional skills.

The research curriculum begins with the course BA801a *Becoming a Research Professional* which provides a transition from web-based research to research-based research to solve business challenges. In the subsequent Mentoring track BA 801b through BA806b concurrent with the DBA coursework, students become part of a learning community, which includes peer review and collaboration, while still focusing on individual research interests and topics.

Project development is further supported with the course research methods sequence: BA 720 Principles of Research, BA 721 The Foundational Basis of Statistics, BA 722 Advanced Statistics, and BA 723 Advanced Multivariate Statistics. This series of courses reviews statistical training and familiarizes learners with philosophy of science the logic and design of formal experimental and naturalistic field studies, qualitative and program evaluation methodologies and the ethics of research. In keeping with our overall philosophy, effort is made throughout to make explicit linkages between this material and the realities of professional application.

BA 731 Formal DBA Project Proposal and BA820 through BA823 completes the research curriculum and takes place in the third year. In these courses, learners work with their dissertation advisor to develop and complete a Doctoral Project. These courses provide support and consultation where ideas, progress, dilemmas and experience in developing and executing the Doctoral Project continue to be shared with the community of learners across all topic areas. Learners can draw on the expertise of the faculty in addressing the research area of their choosing, as well as the learning experience of their classmates Project endeavors. Each learner then presents his or her project in a Public Workshop.

The Doctoral Project provides an opportunity for learners to demonstrate doctoral level scholarship in Management. It may take a variety of forms including:

- an empirical study (quantitative or qualitative);
- a theoretical contribution/critique,
- a program evaluation,
- an analysis of a public policy issue as related to professional application,
- a program evaluation project, or
- a careful case analysis of an organizational problem.

Learners are encouraged to select topics that flow from their personal and professional concerns, and for which they can find appropriate Doctoral Project advisement from among the faculty or within the region. In our view, this type of Doctoral Project, in which educational concerns take priority over knowledge production, is an important component of professional socialization, particularly in fostering within learners a sense of knowledge, ability, professional authority, and professional "voice". It is our impression that major developmental changes in professional self-image are manifested in conjunction with the successful completion of this project.

Each DBA student orally presents (online by webinar) a public presentation, of his/her DBA Project to the student's DBA Project committee. All School of Business students and faculty are invited to participate in the discussion. This defense allows DBA students to experience a professional presentation setting and peer review. The student's DBA Project committee makes one of

the following conclusions:

- Approval without changes
- Approval with minor changes
- Non-approval with major changes

When a student's DBA Project is not approved, s/he must take DBA project extension courses, as needed. Prior to graduation, the student's DBA Project committee must approve the DBA Project without changes.

DBA PROJECT COMMITTEE

Each DBA student forms a three-person DBA Project committee that is responsible for giving sound advice and for the final approval of the student's formal proposal and final presentation. From the School of Business, the student invites two DBA Project committee members to include the student's dissertation advisor and an additional faculty member. In addition, the student invites an external reader who holds a terminal degree and is an expert in the field.

The student's dissertation advisor must approve all members of the student's DBA Project committee. The student's dissertation advisor may serve as the chairperson of the DBA Project committee and as an advocate for the student during the DBA Project proposal and final presentation. In addition, the student's liaison librarian and liaison statistician serve as advisors to the DBA Project committee.

DBA Faculty and Resources

DBA INSTRUCTIONAL FACULTY

The JIU School of Business DBA program's faculty believe that an accomplished faculty includes academics and practitioners who are experts in school leadership, up to date in their fields, intellectually productive, and firmly rooted in both the academy and the schools. As such, every DBA course is taught by a faculty member who:

- holds a terminal degree and is prepared in the academic area;
- has at least five years of current and relevant experience in the academic area;
- is researching or recently has completed relevant scholarly research in the business enterprise area;
- is an accomplished teacher in the academic area;
- is involved fully in the ongoing development of the program's curriculum, instruction, assessment, and professional development; and
- is reviewed annually.

DBA MENTOR FACULTY

The success of the DBA student rests on:

- the commitment and enthusiasm of the candidate;
- the support of the faculty and staff of JIU; in particular, the support and guidance of a trained doctoral mentor.

The School of Business of JIU has developed a two-step mentoring process, with the overriding goal of intensive support from a student's first day in graduate study. During the first year of their doctoral work, each cohort will be assigned a faculty mentor to guide its members through the two critical years of coursework and socialization into the community of academics.

DBA PROJECT SUPERVISORS

Throughout the first year, students likewise will interact with the potential DBA Project supervisors through their participation in the required synchronous colloquium weekend, as well as through their classes. The School of Business believes the identification of a DBA Project Supervisor needs to evolve throughout the first year with the student gaining exposure to multiple Supervisors to

identify an appropriate fit.

All students will finalize the appointment of their DBA Project Supervisor during the second doctoral synchronous colloquium weekend. These Supervisors will follow the students throughout the formulation and defense of their DBA Project proposals, and final presentation of their DBA Project. Through a formal request process to the department Chair, students may request a change of mentors after the beginning of Year Three.

INSTITUTIONAL REVIEW BOARD

The JIU Institutional Review Board (IRB) exists to protect the rights and welfare of human research subjects recruited to participate in research activities conducted under the auspices of the institution. The IRB reviews all human subject research conducted by faculty, staff, and students, regardless of the location of the research activity, source of funding, and whether the research is exempt under the Code of Federal Regulations for Protection of Human Subjects. The IRB may approve, require modifications in, or disapprove all research activities that fall within its jurisdiction as specified by both federal regulations and institutional policy.

Institutional Review Board Compliance Requirements

Upon completing their DBA Project proposals, students are required to submit an Application for Review, as described in the Institutional Review Board (IRB) Handbook, located on the IRB tab after login to the JIU site.

DBA BUSINESS LIBRARIAN

Each DBA student is provided access to a liaison librarian who:

- is available to students throughout the mentoring sessions, course work, and DBA Project stages;
- helps to ensure the student's DBA Project literature review is comprehensive and relevant;
- helps students better understand and use the proliferation of new electronic resources and services;
- helps students locate international resources that they likely would miss if left only to their own resources;
- is a specialist in the program area;
- ensures students' library and research needs are met at their time of need.

DBA BUSINESS STATISTICIAN

Each DBA student is provided access to a business focused statistician who serves as a resource to supplement the knowledge acquired in the research methodology courses. The statistician supports the student and the mentor faculty member during the DBA Project proposal and research phases. As an advisor to a student's DBA Project committee, the statistician may assist the student in identification and application of methodologies, and interpretation of the results.

Doctoral Colloquia

At the beginning of each cohort year, the JIU School of Business DBA program conducts a web-based "doctoral colloquium" where students, faculty members, and staff have the opportunity to meet with each other and develop into a professional community of learners. The primary purposes of these colloquia are to build community and improve student learning. In addition to meeting and working with their peers, students have opportunities to meet and work with the DBA associate chairperson, their faculty members, mentor faculty members, and their Student Support Counselors.

DOCTORAL COLLOQUIUM YEAR ONE

The first-year colloquium provides an introduction and sets expectations for the successful completion of the DBA program. Students will learn how each phase of their learning will occur over the following three years. In addition to meeting members of their learning community, students also will have the opportunity to meet the JIU DBA faculty and mentor faculty. The first meeting of a new cohort of students is critical for creating a learning community, which in turn will maximize their overall success and

completion of the DBA Project. During the first-year colloquium, the following themes will be addressed:

- Overview of DBA Program: Beginning with the End in Mind
- Overview of Year One Courses, Mentoring, and Applied Research Methodology
- Begin BA 710 Foundations of Management Science
- Begin BA-M801A Becoming a Professional Researcher – I
- Meet the DBA Mentor faculty members
- Keeping our Eyes on the Prize: How Assessment of Student Learning Leads to Success

DOCTORAL COLLOQUIUM YEAR TWO

During this second doctoral colloquium, each member of the learning cohort will present a research question and completed review of literature for his/her DBA Project topic to the peer group as well as to the DBA faculty and mentors. This colloquium is designed to further acculturate the learners as research professionals and to provide a setting for peer review. Likewise, it will provide a process for the selection of DBA Project chair/mentors. In addition to faculty and students, other attendees may include, but not be limited to, both domestic and international business executives, who will provide real-world analysis and discussion of the students' research topics.

At the beginning of the second year, all members of the cohort will choose their DBA Project chair/mentor, with mentors managing small groups of students, guiding them from that point through the completion of their s and graduation. JIU recognizes that providing intensive mentoring throughout the degree program and building community and cohorts of learners that are found to be inseparable from coursework and instruction will have a strong, positive influence on a student's persistence in, and completion of the program.

During the second-year colloquium, the following themes will be addressed:

- Opening Introductions and Team Check-in
- Overview of the DBA Program: Continuing with the End in Mind
- Professional Presentations from Business Executives and Students
- Overview of Year Two Courses and Mentoring
- Begin BA 722 Advanced Statistics
- Begin BA-M804A Presentation of Literature Review – I
- Keeping our Eyes on the Prize: Preparing for the Written Comprehensive Examination

DOCTORAL COLLOQUIUM YEAR THREE

The third colloquium will be structured as a professional conference.

Beyond the JIU Business Administration faculty invited attendees may include, but not be limited to, both domestic and international business executives, who will provide real-world analysis and discussion of the students' DBA Project topics. Such "executive colloquia" will provide a strong differentiation for JIU's DBA in preparing graduates for consulting, upper management, or even executive positions.

During the third-year colloquium, the following themes will be addressed:

- Opening Introductions and Team Check-in
- Overview of the DBA Program: Completing the Program
- Professional Presentations from Business Executives and Students
- Overview of Year Three Courses and DBA Project Colloquia
- Begin BA 730 Comprehensive Examination
- Begin BA-DC807A Project Critique 1: Proposal to Data Analysis
- Keeping our Eyes on the Prize: Preparing for the Oral Presentation of the DBA Project Proposal and the presentation of the DBA Project

DBA Applied Research Methodology

The design of a DBA doctoral degree requires a clear distinction from that of a traditional PhD research program.

Figure 4 illustrates the focus of applied research in comparison with traditional primary research for the development of the JIU DBA program.

FIGURE 4: DISTINCTIONS OF BASIC AND APPLIED RESEARCH

PRIMARY RESEARCH

- Abstract, theoretical focus
- Knowledge
- Non-linear, not in order
- Literary, experimental
- Motive = transfer of information
- Professional researchers
- Contribution to knowledge

APPLIED RESEARCH

- Solves near-term problems
- Experience Linear: problem solving
- Pragmatic: clients, business solutions
- Motive = human performance/productivity
- Research professionals
- Contribution to knowledge and practice

The research perspective for the DBA comes from the theoretical and methodological foundations of applied/action research. Applied/action research methodologies vary and are used in various research settings – participatory; longitudinal studies; or, in the application at JIU, as applied research. Applied research is designed to use qualitative, quantitative, and mixed methods research approaches to solve a real-world business problem.

Taking such an approach allows the student to examine systemic relationships and to understand conceptual and theoretical frameworks as a "context of related theories." Thus, applied research makes a contribution to theory generation rather than theory testing, the value of which is based on "practice."

Use of applied/action research methodology to anchor the project-based mentoring process is a natural innovation, given what is known about both the future openings in upper-level management in business and what is known about adult students today: that they juggle hectic schedules and are motivated by business choices specific to the finite needs of their areas.

The JIU online format makes this innovation in DBA programming possible. Project-based mentoring throughout the DBA student's career, with mentors who are experts in their fields, would be cost prohibitive in face-to-face programs. One-to-one service with this level of faculty for a moderate price only can be made available through the scale of online technology.

Doctorate in Business

- Program Information
- Required Program Disclosures

FOR THOSE OF YOU who seek the pinnacle in academic credentials, JIU's Doctorate of Business Administration (DBA) delivers

a powerful program designed to enhance your critical thinking and analytical skills, hone your leadership abilities, and enable you to develop an expertise in conducting and understanding research, methodology and evaluation.

JIU's DBA offers a challenging core curriculum with a strong foundation in the basic disciplines. In concert, we address the dissertation portion through a number of concurrent courses created to walk you through your doctoral project or dissertation. These courses will assist in the formulation of your topic, the clarification of your research and the organization of your writing. Working with collegial peer cohorts will provide you with support and serve as a resource throughout your effort.

For business and working academic professionals who want to propel their careers forward, a JIU DBA will afford you a competitive edge in the business field, whether you want to work in universities in administration or instruction or as a consultant, business coach, and other management-level opportunities.

REQUIRED PROGRAM DISCLOSURES

Federal Regulations require that Institutions of Higher Education provide to students required information regarding each program. This information includes potential occupations in which the program prepares students, tuition and fees, completion rates and median loan debt.

- Occupations
- Estimated Program Costs
- Tuition
- On-time Completion Rates
- Median Loan Debt

Occupations:

11-9199.00 - Managers, All Other

25-1011.00 - Business Teachers, Postsecondary

11-1011.00 - Chief Executives

11-1021.00 - General and Operations Managers

13-2099.01 - Financial Quantitative Analysts

15-1099.11 - Information Technology Project Managers

Please note that this is a list of possible occupations, and is not comprehensive; actual occupation depends upon students' experiences, past education, degree and specialization while at JIU, and industry and employer requirements.

Estimated Program Costs:

Tuition Fees	Books (Supplies)	Fees	Total Program Cost
$55,080	$3,060	$350	$58,490

Estimated Total Tuition and Fees above does not reflect the use of transfer credits towards a Degree Program, which, if accepted, may reduce the estimated cost of total tuition, books and supplies. Tuition and fees are subject to change at the discretion of JIU.

Tuition:

Course Tuition	
Three-Credit Course	$2,295

Tuition and fees are subject to change at the discretion of JIU.

On-time Completion Rates:

Total Completed[1]	Completed On-Time[2]	On-Time Completion Rate
No Data	No Data	No Data

1. *Includes all students who completed the given program between 7/1/09 and 6/30/10; 'No Data' indicates that there were no graduates during this time period.*
2. *Includes only those students who completed between 7/1/09 and 6/30/10 and completed on-time (100% of the program length, as indicated on the JIU Enrollment Agreement);'No Data' indicates that there were no graduates during this time period.*

Please note, that the on-time completion rates reflected here are impacted by program credits transferred into JIU from other universities

Median Loan Debt:

	Amt. Borrowed Median
Title IV Loan Debt	No Data
Private Ed. Loan	No Data
	Median Amount Owed
Institutional Finance Plans	No Data

Who should enroll:

1 Orientation Course - no cost	No Credit
8 Business Foundations Courses	24 Credits
4 Research Courses	12 Credits
1 Comprehensive Written Examination Course	3 Credits
1 Formal Proposal Course	4 Credits
4 Dissertation Courses	16 Credits
13 Dissertation Writing Courses	13 Credits
TOTAL REQUIRED FOR GRADUATION	**72 CREDIT HOURS**

DOC900	Doctoral and Specialist Programs: Year 1 Colloquium

BA710	Foundations of Management Science
BA711	International Business Management

RES700	Foundations of Doctoral Research Methods
RES701	Qualitative Doctoral Research Methods

BA712	Organizational Development
BA713	Leadership and Organizations
BA714	Sustainability and Innovation in the Business Enterprise
BA715	Organizational Measurement and Assessment I
BA716	Organizational Measurement and Assessment II
BA717	Strategic Management

RES702	Quantitative Doctoral Research Methods
RES703	Advanced Quantitative Doctoral Research Methods

BA730	Comprehensive Examination

BA731	Formal Proposal – School of Business

DISS820	Dissertation Data Gathering
DISS821	Dissertation Analysis
DISS822	Dissertation Results
DISS823	Dissertation Final Defense

DOC910	Foundations of Doctoral Writing
DOC911	Foundations of Doctoral Research
DOC912	Structure of the Literature Review
DOC913	Developing the Research Question
DOC914	Structure of the Research Methodology
DOC915	Structure of the Literature Review and the Prospectus
DOC916	Initial Drafts of the Literature Review
DOC917	Initial Drafts of the Research Methodology
DOC918	Final Draft of the Literature Review
DOC919	Final Draft of the Research Methodology
DOC920	Initial Drafts of the Introduction
DOC921	Final Draft of the Introduction and IRB Application
DOC922	Proposal and IRB Approval

Business Administration Certificate Programs

- Program Information
- Required Program Disclosures

JIU'S CERTIFICATE PROGRAMS offer you an exciting and important educational option to increase your knowledge, advance your career and expand your opportunities. Whether you want to update your current skill set or gain in-depth, pertinent knowledge in a new area of interest, our quality certificate programs are designed to meet your specific educational needs. The same high academic standards of our degree programs apply to our certificate curricula, ensuring that you will get the best and most relevant instruction available.

BUSINESS KNOWLEDGE AT YOUR FINGERTIPS. At JIU, we offer three master-level certificate programs in Business Administration. You will not only learn the latest theories of business management, finance, marketing and human relations, you will apply them to real-life settings. The ultimate in flexibility, JIU's online, interactive format can accommodate any busy lifestyle and set you on the course for advancement. The specialized knowledge cultivated through JIU's certificate program is another step in your total professional development and will boost your earning potential and marketability in today's demanding workplace. Furthermore, course credits can be applied toward a JIU degree or transferred to another university. **ALL CERTIFICATES SHOULD BE COMPLETED WITHIN ONE YEAR.**

REQUIRED PROGRAM DISCLOSURES

Federal Regulations require that Institutions of Higher Education provide to students required information regarding each program. This information includes potential occupations in which the program prepares students, tuition and fees, completion rates and median loan debt.

- Occupations
- Estimated Program Costs
- Tuition
- On-time Completion Rates
- Median Loan Debt

Occupations:

11-9199.00 - Managers, All Other

11-3031.02 - Financial Managers, Branch or Department

13-2061.00 - Financial Examiners

13-2099.00 - Financial Specialists, All Other

11-1021.00 - General and Operations Managers

13-1111.00 - Management Analysts

13-1199.00 - Business Operations Specialists, All Other

11-9199.03 - Investment Fund Managers

15-1099.11 - Information Technology Project Managers

43-1011.00 - First-Line Supervisors/Managers of Office and Administrative Support Workers

Please note that this is a list of possible occupations, and is not comprehensive; actual occupation depends upon students' experiences, past education, degree and specialization while at JIU, and industry and employer requirements.

Estimated Program Costs:

Tuition Fees	Books (Supplies)	Fees	Total Program Cost
$9,660	$680	$0	$10,340

Estimated Total Tuition and Fees above does not reflect the use of transfer credits towards a Degree Program, which, if accepted, may reduce the estimated cost of total tuition, books and supplies. Tuition and fees are subject to change at the discretion of JIU.

Tuition:

Course Tuition	
Three-Credit Course	$2,415

Tuition and fees are subject to change at the discretion of JIU.

On-time Completion Rates:

Total Completed[1]	Completed On-Time[2]	On-Time Completion Rate
32	18	56%

1. *Includes all students who completed the given program between 7/1/09 and 6/30/10*
2. *Includes only those students who completed between 7/1/09 and 6/30/10 and completed on-time (100% of the program length, as indicated on the JIU Enrollment Agreement)*

Please note, that the on-time completion rates reflected here are impacted by program credits transferred into JIU from other universities

Median Loan Debt:

	Amt. Borrowed Median
Title IV Loan Debt	$0
Private Ed. Loan	$0
	Median Amount Owed
Institutional Finance Plans	$0

Certificate in Health Care Administration

STEP UP YOUR MANAGEMENT SKILLS to a new level. The ever-changing, competitive, and dynamic field of health care presents a unique challenge to administrators and managers committed to success. This master certificate program is designed specifically for working professionals in health care who need the latest critical management tools and technological expertise to excel but can't necessarily commit to a full degree program.

Our project-based approach will not only arm you with relevant theory but gives you the opportunity to put this knowledge into immediate practice.

Required Program Disclosures

CERTIFICATE LEARNING OUTCOMES:

- Establish a competitive marketing plan for a specific health care facility
- Examine existing and future telemedicine technologies
- Identify and analyze how professional norms and expectations for health care professionals differ from other workers
- Develop a vision and mission statement for a Health Care Organization

Who should enroll:

Anyone in the health care industry who currently works as a manager or administrator and who seeks intensive, relevant coursework in effective management, marketing and new technologies. This certificate program also will appeal to those in health care who seek a leadership role and need this specialization to gain a competitive edge in the marketplace.

4 Certificate Courses	12 Credits	MBA531	Telemedicine and Emerging Technologies	
TOTAL REQUIRED FOR GRADUATION	**12 CREDIT HOURS**	MBA532	Managing the Health Care Professional	
		MBA533	Marketing Health Services	
		MBA600	Strategic Management	

Certificate in Project Management

MASTER THE PROJECT LIFE CYCLE. Increasingly, business objectives are being met by project teams. The ability to lead and manage projects is a highly valued skill set that will expand anyone's career options. If you seek comprehensive knowledge of project management without having to commit to a full degree program, this master certification is an exceptional choice. Comprised of four highly specialized courses, this concentration provides you with critical management skills to optimize performance throughout any project life cycle.

The Project Management Institute ® (PMI®) has designated JIU as a Global Registered Education Provider (Global R.E.P.).   PMI is a registered mark of Project Management Institute, Inc.

Required Program Disclosures

CERTIFICATE LEARNING OUTCOMES:

- Examine the context of projects and differentiate between projects and operations
- Master project life cycles
- Plan for resources, costs, budgets, risk assessments and staffing requirements
- Develop timelines, conduct evaluations and measure overall strategic impacts for projects

 Who should enroll:

Any professional whose responsibilities include defining, managing and executing projects to meet key objectives. This includes, but is not limited to, directors, managers, coordinators, marketing professionals, team leaders, and managers in human relations or operations departments. The knowledge base that you will develop in this certification also opens opportunities in government and community employment, both of which widely use project management structures. This course of study also assists those who plan to seek Project Management Professional© (PMP©) certification through the Project Management Institute (PMI) or if you already have your PMP certification, these courses are worth 45 PDUs towards your PMP Continuing Certification Requirements (CCR). As JIU is recognized by PMI as a Registered Educational Provider (REP), our courses are specifically designed to meet the requirements of the PMI Book of Knowledge and will provide the educational background for project managers applying for PMP certification. For more information about PMI, click here.

4 Certificate Courses	12 Credits		MBA571	The Project Management Framework
TOTAL REQUIRED FOR GRADUATION	**12 CREDIT HOURS**		MBA572	Planning Projects to Manage Outcomes
			MBA573	Project Controls and Tracking Project Progress
			MBA574	Strategic Thinking and Project Management

Certificate in Corporate Financial Management

SHARPEN YOUR FISCAL MANAGEMENT TOOLS. Designed for working professionals who want to enhance or advance their careers, this master certificate program offers a sophisticated level of knowledge in such areas as corporate finance, investment and portfolio management and international fiscal management. Learn the pertinent theories, strategies, and techniques required for leadership in the corporate finance arena without having to commit to full degree program. Comprised of four highly specialized courses, this concentration enables you to apply your new knowledge to real-life settings so that you can bring immediate value to your organization.

Required Program Disclosures

CERTIFICATE LEARNING OUTCOMES:

- Problem-solve issues resulting from analyses of corporate finances, as well as their control mechanisms, and planning policies/processes
- Analyze the abilities of corporations to manage foreign exchange risk, cash, and capital budgeting issues in a global environment
- Use the investment and portfolio management tools employed by professional money managers
- Critically understand the opportunities, difficulties, and problems associated with the most current finance theories and issues confronting global corporations

Who should enroll:

Any mid- or senior-level professional who requires advanced financial management proficiency to operate in a global business environment. Whether you currently are working as a manager or director in finance (including comptroller, accountant, financial analyst, or as an investor) or you want to move into a leadership role in this arena, this master-level certificate will be invaluable. If you are interested in MFP Certification (Master Financial Professional), our MBA in Finance meets the educational requirement of the American Academy of Financial Management (AAFM™) for their MFP credential.

4 Certificate Courses	12 Credits		
TOTAL REQUIRED FOR GRADUATION	**12 CREDIT HOURS**	MBA591	Corporate Finance
		MBA592	Financial Management Multinational Corporations
		MBA593	Investment and Portfolio Management
		MBA594	Advanced Corporate Finance

Courses

ACC600 Fundamental Forensic Knowledge

This course examines forensic accounting, financial forensics, and the prevention, deterrence, detection, investigation, and remediation of fraud and other financial crimes. Students will explore and discuss the professional standards for forensic accountants and legislation that affect the work of forensic examiners. They will study a variety of forensic accounting topics including:

- Psychology of fraud perpetrators
- Detection and investigation of fraud
- Complex financial crimes such as money laundering, schemes perpetrated by organized crime, and cybercrime
- Corruption and financial statement fraud

The course project is a Portfolio of Best Practices: Detecting and Preventing Crime with Forensic Accounting. Students will develop project components related to specific topics in each module and add them to their portfolio to serve as an ongoing resource to be updated and referenced throughout their forensic accounting careers.

ACC601 Current Topics in Forensic Accounting

This course investigates public and private sources that provide information on current issues in forensic accounting and fraud examination. Students will explore online and print resources, simultaneously discussing current issues and the value of the sources themselves. Sources examined include:

- National Association of State Boards of Accountants (NASBA) and selected state boards of accountancy
- American Institute of Certified Public Accountants (AICPA) and Association of Certified Fraud Examiners (ACFE)
- Securities & Exchange Commission (SEC), Financial Accounting Standards Board (FASB) and Public Company Accounting Oversight Board (PCAOB)

The course project is a Forensic Accounting Resource Guide: Keeping Knowledge Current. Students will develop a resource guide in which they evaluate valuable sources of forensic accounting information and the content they provide. The guide will serve as a reference after graduation that can be updated and used throughout their careers in forensic accounting.

Prerequisites:

MBA624, ACC600

ART101 Art Appreciation

This course examines art appreciation by developing the skill of art criticism through a brief overview of Western art history. Students develop the critical vocabulary and analytical skills needed to describe and evaluate works of art.

In the course project, Virtual Art Gallery Tour: A Critical Look at Selected Works, students create a virtual gallery tour featuring six works of art. The tour includes embedded images accompanied by a critique that includes description, analysis, interpretation, and judgment of each piece of this carefully selected virtual art exhibit.

BA710 Foundations of Management Science

This course provides incoming doctoral candidates with a comprehensive overview of both historical and current perspectives on management science theory and practice.

While the focus is on the growth of U.S. business science, candidates will also be exposed to pertinent international trends and research. The course is organized around four management science eras:

- Early Management Thought
- The Scientific Management Era
- The Social Person Era
- The Modern Era

The assignments focus on reading and writing analyses of journal articles relevant to management science, with an emphasis on transitioning into writing at the doctoral level.

The course project, Research Portfolio: Management Science Seminal Works, is a portfolio comprised of the three superior quality analyses candidates author throughout the course. The portfolio is a reflection of the historical and current perspectives on management science's theory and evolution.

Prerequisites:

DOC900 is a prerequisite for this course.

BA711 International Business Management

This course provides doctoral candidates the opportunity to gain a comprehensive understanding of both historical and current perspectives on international management theory and practice. Specifically, candidates will:

- Analyze current international business research
- Identify, discuss, and analyze opportunities and barriers when an organization enters the global marketplace
- Synthesize solutions, based upon research, to problems organizations encounter when entering the international business market

The course project, Business Case: International Expansion, is a research-based project that requires candidates to investigate the viability of an organization's proposed entry into the international market by expanding into one of the four "BRIC" countries, identified by Goldman Sachs as the fastest-growing economies of the early 21st Century: Brazil, Russia, India, and China.

BA712 Organizational Development

This course discusses how continual change within an organization affects its ability to compete in the global economy. It addresses emerging trends in organizational development and the positive impact they can make in the knowledge-worker era. Incorporating the best of the seminal work from behavioral sciences, along with proven change management techniques, the course will also integrate new criteria for creating learning organizations that remain flexible and adaptable.

The course project, Research Paper: Applying Theory to a Real-world Business Problem, explores a practical business problem selected by the candidate. The candidate will examine how their chosen business problem has impacted the business environment and then will propose, analyze, and evaluate three possible solutions.

BA713 Leadership and Organizations

This course provides a comprehensive overview of the historical, current, and emerging perspectives in organizational leadership theory and practice. The past and present state of leadership will be examined in order to consider and shape the future of leadership. Candidates will explore the nature of the leadership role in contemporary organizations, and determine the responsibilities and benefits of leadership in the broad social arena.

In the course project, Research Paper: Leadership Theory Analysis and Application, candidates prepare an in-depth research study that explores a specific field of interest in organizational leadership. Project components include a historical timeline of research findings, an analysis and synthesis of applicable leadership theories, and a look at the impacts of technological and leadership theory as well as future research areas emanating from this initial research.

BA714 Sustainability and Innovation in the Business Enterprise

This course gives candidates a comprehensive overview of historical, current, and emerging perspectives that relate to theory and practice of management of innovation, with a specific focus on sustainability in the business enterprise. This course will assist candidates in understanding the state of knowledge with regard to management of innovation and in identifying research opportunities in the field.

The course project, Research Paper: Interpreting Sustainability Factors of the 21st Century Business, focuses candidates on an analysis and synthesis of the major theoretical perspectives in sustainability and innovation and how they can be applied in a business organization by a research professional. Additionally, candidates will identify the impacts of current technological and globalization issues, and the potential path of theoretical evolution, given the presence of such issues in contemporary business enterprise.

BA715 Organizational Measurement and Assessment I

This course examines financial techniques and models useful in management's mission of creating shareholder value. Candidates will solve realistic problems while participating in discussions, completing application problems, writing abstracts summarizing and critiquing financial articles, and using financial analysis software. Topics covered include:

- Accounting rules
- Financial statements
- Cash and funds flow
- Business performance assessment
- Financial projections and growth models
- Investment decision analysis

The course project, Shareholder Value Improvement Plan: Analysis of a Publicly Traded Company, focuses candidates on a company's financial statements and creating a plan to improve shareholder value. The various components of the project include a company description, financial ratio analysis, a sustainable growth analysis, and *Pro Forma* projection.

BA716 Organizational Measurement and Assessment II

This course continues examining the financial techniques and models useful for management's mission of creating shareholder value. Part I focused on accounting rules, financial statements, funds flow, business performance assessment, financial projections, financial growth models, cash flows, and investment decision analysis. Topics covered include:

- Cost of capital decisions
- Analysis of financial choices
- Valuation and business performance
- Shareholder value management
- Balanced scorecard and other financial tools

The course project, Research Report: Understanding and Developing a Balanced Scorecard, focuses on research and analysis of the balanced scorecard as well as the development a balanced scorecard model for the company analyzed in BA715: Organizational Measurement and Assessment Part I.

Prerequisites:

BA715 is a prerequisite for this couse.

BA717 Strategic Management

This course provides candidates the opportunity to not only examine the concepts of strategic management, but also to review their previous research in all of their doctoral courses through the lens of strategic management concepts. In this course, candidates will bring their lessons learned from those individual courses into the larger context of strategic management.

Through the course project, Research Paper: Strategic Management Concepts and the DBA Project, candidates will demonstrate their thorough understanding of five strategic management concepts that they believe to be the most pertinent to their proposed DBA Project. Project activities will focus not only on the current body of knowledge in strategic management, but also require candidates to revisit their many course projects from previous courses, affording them the opportunity to make new discoveries and reexamine previous arguments for accuracy and relevancy in relation to their proposed DBA Project.

BA730 Comprehensive Examination

The purpose of the comprehensive exam is to demonstrate doctoral candidates' mastery of program content. In this course, candidates have the opportunity to demonstrate mastery of the concepts covered in the content courses in the DBA program through the creation of their own comprehensive exam question and answer. This non-traditional approach is consistent with JIU's vision, mission, and values, as well as the learning philosophy embodied in all courses.

The format of the comprehensive exam requires candidates to design five questions during the first week of the course, gain approval from the course instructors on those items, and then answer them subsequently during the comprehensive exam course. Each candidate must submit original questions and unique answers, and will be given an individual grade for the course.

BA731 Formal Proposal – School of Business

This is the final course before candidates begin to collect data and conduct their project or project research. During the course candidates will demonstrate that their project or project proposal meets all requirements to gain final mentor and committee approval.

The course project, Project Proposal: Defense and Approval, is a program requirement. In order to pass this course, each candidate must have a fully approved project proposal that includes:

- IRB approval.
- Chapters 1, 2, and 3 of the proposal finalized.
- Oral presentation of formal project proposal.
- Proposal approved by full committee.
- Data collection procedures finalized and approved.

BBA101 Introduction to Business

This course introduces students to the fundamental concepts for business operations. Key concepts addressed in the course include:

- External and internal environments in which firms operate
- Forms of business ownership
- International business activities
- Organizational structure and key management functions
- Marketing of services and products
- Management of employees
- Use of technology to develop, market, and deliver products and services
- Accounting systems and financial reporting

For the course project, Business Report: Exploration of how a Real-World Firm Applies Fundamental Business Concepts, students will explore how a real-world firm applies fundamental business concepts in their operations, enabling them to compete in today's global marketplace.

BBA110 History of Business

This course delves into the history of business. It highlights the individuals, businesses, and ideas that have shaped the landscape

of modern business, such as:

- The history of business as driven by technological developments
- Sociological, cultural, and ethical impacts on business
- How globalization impacts business

The course project, Historical Research Paper: Tracing the Roots of Modern Business, focuses on an industry that has significant impact on business culture. Students conduct research to trace the historical roots of the industry, including significant societal, ethical, and global issues that have had an impact on the industry.

BBA204 Legal Environment of Business

This course introduces students to the legal system (courts and dispute resolution) and related ethical and social responsibility issues that are closely aligned with the legal system. Students will be introduced to administrative, criminal, tort, contract, business organizations, regulatory (securities and antitrust), and employment law, focusing not only on the legal rules but also on the topic of problem solving using legal rules.

In the course project, Handbook: *Legal Guidelines for Business Managers*, students highlight key areas of the law that impact decision-making and operations in their own organization and/or industry.

BBA210 Financial Flow - Follow the Money

This course is a financial primer that integrates finance and accounting into a dynamic view of the process by which cash flows through an organization. Students will follow the money as it moves into the organization from customers, bankers, and other investors through the organization, creating value in payments to employers, investors, etc. In contrast to the functional view of the organization found in BBA101, this course presents the organization as a process for creating value for customers, employees, and equity owners.

The course project, Financial Evaluation: Determining a Company's Trends and Potential, culminates in a cohesive picture of the financial flow of a business. Throughout the course, students will construct the evaluation report by analyzing various aspects of a chosen business including accounting systems, merchandising operations, inventory analysis, receivables and assets, liabilities, stockholder's equity, and statements of cash flow.

BBA211 Introduction to Management

This course introduces students to the classic theories of management, exposing students to the foundational skills essential for modern managers and leaders. In the course, students will:

- Apply Henry Fayol's classic *POLC* framework to modern managerial issues
- Create and apply mission and vision statements
- Analyze and apply leadership strategies in management

In the course project, Report: Personal Management Style, students will analyze and apply the topics of each module in order to create a comprehensive personal style of management, preparing them to be proactive as managers in their careers.

BBA212 Technical Writing

This course enables students to communicate effectively in the business world and in life. To succeed in the workplace, it is essential to know the basics of technical writing, whether the task is to prepare a feasibility study for management, develop policies for the company, or create product specifications. This class will address how to properly write these types of business missives and more.

The course project, Technical Writing Portfolio: Real-world Business Writing, provides students an opportunity to create numerous types of documents that assist companies in developing and implementing new initiatives.   Students will complete components of

the business-oriented project throughout the course. The finished project will be worthy of inclusion in a student's portfolio.

BBA301 The Global Marketplace

This course examines how to compete in the global electronic marketplace with an enduring product or service. Students learn how to scan the competitive environment and develop a viable marketing mix that is globally competitive. Students will investigate a wide range of related topics including:

- Environmental analysis of the marketplace
- Market segmentation and target markets
- Market mix adaptations—product, price, and placement
- Implementation and measurement of strategic goals

The course project is an Integrated e-Marketing Plan: Developing an e-Marketing Plan for Competing in the Electronic Global Marketplace. Students will develop the elements of a competitive e-marketing plan that combines an environmental analysis with a solid marketing mix of product, pricing, placement, and promotional variables.

BBA304 Marketing Management

This course examines fundamental concepts and issues in marketing. Students will learn to analyze an organization's marketing environment and its potential customers. Based on these insights, students will discuss the key functions of marketing, which consist primarily of decisions related to the 4Ps of product, price, place (distribution), and promotion as well as the 4Cs of cost, convenience, communication, and consumable. The course presents a wide range of related topics including:

- The marketing environment, including the emerging electronic environment
- Segmentation, targeting, and positioning
- Customer behavior
- The 4Ps and 4Cs of the marketing environment

The course has eight sets of module-specific assignments that link the assigned readings to a selection of assignments that include discussions, chapter quizzes, and case studies and/or short papers. Relying upon the assigned materials and using real-world examples of marketing, student understanding of marketing concepts will be enhanced.

BBA305 Introductory Economic Theory

This foundational course in economic theory provides students with a unified framework for understanding local and global economies. Beginning with a study of the macroeconomic environment, the course presents a coherent world view of how the world works, with the adaptation of the "circular flow of income" to accommodate the participants, institutions, products and services, and prices that form the full "circular flow of the economy." In addition to the introduction of key concepts, this class enables students to critically evaluate theoretical models and to survey methods and data for an economic analysis that can serve, for example, as the basis of an organization's economic strategy.

Students will examine such key topics as:

- The macroeconomic environment of business, with reference to the concept and measurement of gross national product, balance of payments, aggregate demand, aggregate supply, the price level, interest rates, money creation, taxation, regulation, etc.
- Mesoeconomic topics such as industry, region and group interactions that generate two-way connections between the macroeconomic environment and organizations and microeconomic decision making
- Microeconomic principles that guide decision making and activities at the organizational level
- Models and data interpretation for economic theory and applications
- Research methods in economics

For the course project, Portfolio Report: Organizational Economic Analysis, students will conduct an organizational economic analysis of the macroeconomic and mesoeconomic variables that affect the organization, along with conducting an evaluation of the microeconomic decision making and activities within the organization.

BBA306 Financial Accounting

This course explores the topic of using financial data to make business decisions and to evaluate performance in the fast-moving information age. Students will learn to use the balance sheet, the income statement, the statement of cash flows, and the statement of retained earnings as tools for evaluation and analysis. Students will investigate a wide range of related topics including:

- Accruals and deferrals
- Cash, receivables, and payables
- Long-term operational assets and long-term debt
- Equity transactions

Students in this course will participate in Forum discussions and solve realistic accounting problems. To complete assignments in this course, students must have access to Microsoft Excel® or equivalent spreadsheet software.

Prerequisites:

Ability to calculate Net Present Value as taught in BBA 305 Economics.

BBA307 Finance

This course addresses financial management from the perspective of a financial manager at a medium to large company. Students will examine topics such as the financial environment, interest rates, financial statements, the time value of money, and risk and return. These concepts will be applied through the study of bond and stock valuation, the cost of capital, and capital budgeting.

Students will complete both practice exercises and problem sets where they will apply key concepts addressed in the module themes and assigned readings.

BBA310 Management

This course examines the fundamental tasks that comprise the manager's job in organizations today. It explores strategies managers utilize in their role: decision-making, planning, organizing, controlling, and innovating. Students will investigate a wide range of related topics including:

- Managing people in diverse organizations
- Leadership and motivation
- Strategic management and decision-making
- Managing change and conflict
- Managing organizational structure, power, and politics

In the course project, Case Analysis Portfolio: Exploring Best Practices for Managers, you will analyze short business cases using the insights from your assigned readings and module themes. The cases are combined into a portfolio paper that will also include an essay about the best management practices you have learned throughout the course.

BBA311 Using the Internet in Business

This course explores the practice of using the Internet for business by examining fundamental business models and Internet business case study examples. Exchanging business information electronically, improving efficiency, and integrating the business supply chain are keys to successful electronic commerce. Students will investigate a wide range of related topics including:

- Internet business models
- Marketing on the Internet
- Core assets for an Internet business
- Managing the supply chain and customer relationships

The course project is an Internet Business Plan: Persuading Potential Investors to Fund a Business. It will include a business concept proposal, an operations plan, a marketing plan, a customer relationship and management plan, a supply chain plan, and a funding plan.

BBA406 Cost Accounting

This course systematically examines cost concepts in context, showing how cost accounting applies to a variety of service and manufacturing companies. It develops students' problem solving skills, requiring them to be realistic and concise. Students will investigate a wide range of related topics including:

- Product and service costing
- Management control systems
- Transfer pricing and variance analysis
- Non-financial measures of performance evaluation

Students in this course will participate in Forum discussions and solve realistic accounting problems. To complete assignments in this course, students must have access to Microsoft Excel® or compatible spreadsheet software.

Prerequisites:

BBA 306

BBA407 Intermediate Accounting I

This course focuses on increasing students' abilities to analyze and apply concepts and techniques grounded in Generally Accepted Accounting Principles for economic decision-making. Students will investigate a wide range of related topics including:

- Accounting standards and the conceptual framework
- Accounting information systems
- Income statement
- Balance sheet and statement of cash flows
- Time value of money
- Cash and receivables
- Inventories
- Property, plant and equipment

Prerequisites:

BBA 306

BBA408 Intermediate Accounting II

This course extends the material from BBA306 and BBA407, examining in greater detail liabilities, equity, and corporate accounting issues. BBA407 is a prerequisite for this course. Students will investigate accounting for a wide range of related topics including:

- Investments and leases
- Income taxes
- Pensions and other postretirement benefit plans
- Shareholders' equity, share-based compensation, and earnings per share

Students will participate in Forum discussions, complete sets of accounting problems using Microsoft Excel® templates, and complete case study problems. To complete assignments in this course, students must have access to Microsoft Office® including Word and Excel.

Prerequisites:

BBA 407

BBA409 Taxation I

This course presents the hypothesis that no important business or personal decision should be made without a thorough analysis of its tax consequences. The course is consistent with the methodology put forth by the AICPA's tax curriculum. Satisfactory completion of BBA306 or equivalent is a prerequisite for this course. Completion of a finance course is preferable, but not mandatory. Students will investigate a wide range of related topics including:

- Tax planning and measurement of taxable income
- Property acquisitions, disposals, and nontaxable exchanges
- Taxation of business income
- Taxation of individual income

Students will participate in Forum discussions designed to challenge them to think critically about conceptual and technical tax issues covered in the readings. They will also solve application problems, often requiring calculation in deriving numerical solutions.

Prerequisites:

BBA306 Financial Accounting

BBA307 Finance

BBA421 Managing Costs for Profitability

This course introduces students to the institutional culture, key developments, and analytical tools and techniques of managerial accounting. From regulatory bodies and information gathering to costing systems, budgeting, performance and financial accounting relevance, this course is designed principally for the student who seeks a career in management, yet the focus on computational tools makes it relevant to those who intend to undertake further study for a career in accounting. In order to accommodate the diversity of organizations in an increasingly global economy, examples throughout the course are based on both manufacturing and service organizations, large companies and SME (small and medium enterprises), for-profit and non-profit entities, and online and onsite business activities. Students will develop an appreciation for the importance and integrity of information collection and presentation for managerial decision making to both internal and ultimately external stakeholders.

Students will examine such key topics as:

- The rationale and expected consequences of making the transition from Generally Accepted Accounting Principles (GAAP) to International Financial Reporting Standards (IFRS)
- The structure and behavior of costs; a costing systems taxonomy: job-order costing, process costing, activity-based costing
- Operating budgeting and capital budgeting
- Making decisions using managerial accounting information for performance and pricing
- The relevance of managerial accounting functions to financial accounting and reporting; extensions to sustainability and

forensic accounting

The course project, Final Report: Analysis of Managerial Accounting Issues, focuses students' attention on the relationship between the internal operations and the external business environment, and how they can be analyzed using tools of managerial accounting. Moreover, students will examine a challenge and propose a solution using managerial accounting practices.

BBA422 Investments

This course focuses on developing skills for optimizing a firm's revenue from investments in financial assets like stocks, bonds, and derivative securities, including futures and options. Students will determine the value of assets in these markets and develop strategies that can be used to achieve specific investment goals. Students will investigate a wide range of related topics including:

- Financial theories and investment strategies
- Money market instruments, bonds, and common stock
- Convertibles, TIPS, and preferred shares
- Derivatives, futures, options, and swaps

The course project is an Investment Portfolio: Determining Investment Goals, Strategy, Allocation, and Purchases. Students will develop a complete investment portfolio for a fictional company based in a specific industry.

BBA423 Global Finance

This course explores global finance from the multinational enterprise perspective. Globalization demands that students have knowledge of global finance concepts in order to excel in the 21st century business world. Students will investigate a wide range of related topics including:

- Exchange rate risk and political risk
- Balance of payments and international economic policy
- Cost of capital and capital budgeting
- Translation, transaction, and operating exposure

The course project is an Impact Analysis: Assessing Global Effects on a Multinational Enterprise. Students will analyze how concepts such as exchange rates, balance of payments, foreign exchange markets, and parity conditions affect a multinational enterprise.

BBA424 Corporate Finance

This course focuses on skills for making effective financial decisions in private and public sector organizations. Students will use financial techniques such as net present value analysis and internal rate of return to make optimal corporate finance decisions, determine the value corporate bonds and stock, and calculate and apply an appropriate cost of capital for project decisions. Students will investigate a wide range of related topics including:

- Role of the financial manager and firm value
- Discounted cash-flow analysis
- Bonds, stocks, and risk valuation
- Weighted average cost of capital

Students must have successfully completed BBA305, BBA306, and BBA307 or equivalent courses before taking this course. Microsoft Excel® is required for the preparation of various financial statements and analysis of financial data in course assignments.

Prerequisites:

BBA305, BBA306, and BBA307

BBA431 Marketing Research

This course examines commonly used marketing research methods and their application in real-world marketing contexts. Marketing research is the process of obtaining appropriate information about a company's markets and analyzing and interpreting such information to make better marketing decisions. Students will investigate a wide range of related topics including:

- Research design and primary research methods
- Qualitative research and surveys
- Observation and experimentation
- Univariate and bivariate data analysis

The course project is a Marketing Research Study: Analyzing a Marketing Question. Students will conduct in-depth interviews, design and administer a survey, analyze findings, and write a final report conveying research findings and recommendations.

BBA484 Global Strategies

This course grounds students in a field-tested framework for the design and implementation of successful global strategies for business. Globalism is a 21st century fact of business, and this course helps students to master its risks and to profit from its powerful insights exploring such concepts as:

- Competitive advantage
- Multinational marketing
- Multinational supply chains
- Multinational innovation

In the course project, Global Strategy Report: Analyzing Eight Key Factors for Planning and Managing a Firm's Global Strategy, each student will analyze concepts and factors for the planning and management of a global strategy for a firm that wants to do business with either China or India. The final project report includes a detailed recommended global strategy for the selected firm.

BBA490 BBA Capstone

This course focuses on the demonstration of knowledge, skills, and abilities required for graduation from the Jones International University BBA program. Students will gain experience in designing a career goal statement, developing a professional development plan, and building a résumé.

The course project is a Professional Job Application and Portfolio: Demonstrating Achievement of Program Outcomes. Students will prepare a cover letter, résumé, and portfolio of accomplishments for professional submission based on a real job description of interest.

Prerequisites:

Academic advisor permission required for registration.

BC300 The Art of Human Experience

This course explores how a variety of humanistic disciplines, including visual art, literature, music, and cinema can provide a window into society's attempt to address fundamental questions about life and death, belief, morality, choice, freedom, and the development of the individual self. Course content emphasizes the ways that the humanities enable a society to explore its origins and envision its future.

The course project, Research Paper: Exploring the Human Experience Through Two Disciplines, involves exploring one theme,

issue, or question about the human condition and how it is reflected in the works of two different disciplines. Students will build sections of their research papers each week and include discussions of how the selected topics are relevant in today's environment.

Prerequisites:

Not recommended as first course.

BC322 Business Presentations

This course helps students develop business presentation skills so that they can create and deliver clear and focused presentations designed to achieve business objectives. Course content progresses through the steps needed to develop and deliver a successful business presentation by:

- Defining its goals and structure
- Analyzing the audience, including the needs of remote audiences
- Enhancing the presentation with visual aids, including PowerPoint
- Anticipating audience reaction

The course project, Business Presentation: Developing a Presentation to Meet a Defined Goal, gives students the opportunity to present a business presentation using technology appropriate for a selected company. Students will create a recording of their individual presentations that incorporates key concepts from the course.

BC345 Organizational Communication

This course reviews organizational communication theory and how the theory can be applied to global and multicultural organizations. Students will explore organizational communication through the context of:

- Organizational structure and processes, including leadership and decision-making processes
- Organizational culture, including conflict and stress, social relationships, and group networks
- Group communication and teamwork

For the course project, Organizational Communications Report: An In-depth Analysis of a Firm's Organizational Communication, students will assess various aspects of organizational communication and make recommendations for improving communications.

Prerequisites:

Not recommended as first course.

BC350 Communication Theory and Application

This course explores the application of contemporary communication theory to personal, business, and organizational life. The study of human communication theory by scholars is becoming increasingly important, so the scope and variety of communication theories is very deep and rich. Students will investigate a wide range of related topics including:

- Interpersonal and intrapersonal communication
- Systems and networks
- Leadership and persuasion
- Innovation and change

The course project is an Integrated Theory Analysis Report: Applying Communications Theories to Life. Students will focus on their own personal and work experiences and analyze them using communications theories. By joining together relevant macro and micro theories with personal experiences, this project brings communication theories into personally useful and insightful applications.

Prerequisites:

Not recommended as first course.

BC352 Fundamentals of Business Writing

This course explores the genres of business writing and strategies for composing effective documents in the workplace. The goal of the course is to assist you in 1) successfully writing in expected business genres, 2) developing a repertoire of writing techniques and skills to use in any business writing situation, 3) understanding the roles of research and persuasion in business writing, and 4) understanding the theoretical contexts that define the intellectual work of business writing.

In the course project, Formal Report and Presentation: Applying Business Writing Strategies, you will create documents throughout the course that build a foundation for a final formal report. In completing your project assignments, you will learn formats for different business writing genres, conduct audience analysis, integrate research into documents, and revise and edit documents.

Prerequisites:

Students should take BC352 for their first course and BC355 for their second. They may also be taken together if desired.

BC355 Business Communication Contexts

This course focuses on improving those communication competencies that organizations highly value:

- Communicating with integrity and confidentiality
- Proper use of basic writing and oral communication skills to effectively communicate with internal and external customers
- Understanding business relationships and interacting appropriately, especially with international audiences

The course project, Consulting Project Report: Contributing to Corporate Communications, is a report to executives of Ashton Consulting (a simulated company used throughout the course). Each student's report outlines his or her specific contributions to a consulting team designed to assist both internal and external clients with their communication challenges.

Prerequisites:

Students will need Microsoft PowerPoint for creating the final course presentation.

Students should take BC352 for their first course and BC355 for their second. They may also be taken together if desired.

BC360 Communication Technologies

This course explores new communication technologies and tools. Beginning with an introduction to various new communication technologies and tools, the course examines the implications of convergence for communication technology users at three important levels of analysis: (1) individual, (2) group, (3) organization. Course content also examines security policies and procedures for business communication technologies.

The course project, Communication Technologies Impact Report: Recommending New Technologies to Improve Productivity, is a final report to company executives outlining future communications needs and strategies for implementation. Based on information gathered from existing employees, students investigate new technologies and make proposals that include cost analyses and a security audit plan.

BC370 Public Relations

This course introduces basic concepts and principles of public relations in terms of the analyses that must be conducted and the tactics that must be used to deliver a specific message to a targeted audience. Course content focuses on developing messages in alignment with specific organizational goals, identifying the audiences and using media they use, and creating specific

communications.

The course project, Communications Investigation: Using Public Relations for Specified Purposes, is an analysis of a specific organization's use of public relations. Students will complete analyses of communications to reach specific goals and audiences and develop targeted communications.

BC372 Intercultural Communication

This course introduces students to key tools and concepts in intercultural communication, and explains their relevance against the backdrop of globalization dynamics in business, and everyday life. Through self-assessments, reflection assignments, and Forum discussions, students develop their awareness of the impact of intercultural communication on relationships and organizational outcomes. Students will examine such key topics as:

- Globalization and the need for cross-cultural competence
- Communication competencies for intercultural competence
- The impact of culture and perception on intercultural communication effectiveness
- Cultural dimensions as a tool for understanding patterns of behavior in groups of people
- Intercultural conflict dynamics

The course project, Final paper: Reflection on My Intercultural Communication Competence and Its Value, is structured to help you prepare for an interview for a "simulated job" position in a company that has a multi-cultural domestic workforce and client-base, and some international operations. You will write a final paper reflecting on what you learned throughout the course that contributes to your intercultural communication competence and its significance to your career.

BC375 The Evolution of Communication Media

This course examines the historical development of communication media as well as the role communication media have played in the trends and events of history. Major forms of communication media are examined from an evolutionary perspective, including the press, film, radio, television, and various forms of new media. Students explore the relationship of communication media to such public policy topics as public opinion, propaganda, corporate influence, government control, censorship, privacy, commercialism and the rise of consumer society, democratization, the digital divide, and globalization.

For the course project, Case Study: Analysis of a Critical Communication Event in Recent History, students will select a "critical communication event" in recent history. Students will use this historical event to frame their exploration of the mutual influences of media and society across a variety of communication media.

BC380 Team Communication

This course focuses on teams and the dynamics that help teams achieve their goals. Course content examines best team practices that can be used successfully in a variety of settings. Participating as a team member in several assignments gives students an appreciation of how effective team membership often involves doing more than what is required.

The course project, Team Project: Using Strategies to Build an Effective Team, involves working with assigned team members to produce a final, written product. Each team identifies a problem to be solved, works to assign roles, responsibilities, and a timeline, and works through the team dynamics, applying new strategies as necessary.

BC400 Integrating Sales and Marketing with Service

This course teaches students how to manage a unified, integrated brand that gains and retains market share as well as improves profitability. Course content examines a marketing manager's constraints and strategies that help achieve high brand equity and create market value that far exceeds the tangible aspects of the product or service.

The course project, Integrated Marketing Plan: Selecting Strategies for Building Brand Equity, is an integrated analysis and

cohesive plan that can be used to build a solid brand and that captures brand equity and value. Students analyze a currently underperforming brand to develop the final project that will include specifications for the product, branding, and image decisions, as well as the channel (or Push portion) and the customer (or Pull portion) of the integrated marketing communication (IMC).

BC401 Communicating with Markets through IMC

This course focuses on communicating with consumers through the process of integrated marketing communications (IMC). Students investigate a wide range of topics related to the role of IMC in the marketing mix that include:

- Integrating a variety of media options into the marketing mix, including sales promotions, social network marketing, guerrilla marketing, and trade and consumer advertising
- Managing the communication mix
- Determining the communication budget and which media options to buy
- Integrating all communications into a Media Plan and schedule

The course project, Integrated Marketing Communications Plan: A Comprehensive Plan for Implementing the Communication Strategy of a Product/Brand, focuses students on developing significant elements of an IMC plan for a product or brand.

BC402 Managing the Sales Force

This course exposes students to core sales principles so as to gain an understanding of managerial roles, duties, and tasks. Specifically, topics include finding and keeping top talent, organizational analysis, leadership challenges, sales planning, and performance evaluation.

The final project, Performance Report: Evaluation and Recommendations, is a study and analysis of a sales organization. Compiled throughout the course, the report includes a description of the current situation, potential areas of concern, and recommendations on how to improve the performance of the chosen client organization

BC403 Leadership

This course focuses on the study of leadership both in theory and in practice. Students will consider what it means to be a leader, and how to carry out the tasks of leadership from a variety of perspectives. Along the way, students will assess their own leadership strengths and limitations, and develop a Personal Leadership Profile. They will examine such topics as:

- The personal traits and qualities of an effective leader
- Leadership skills, strategies, and styles
- Leading with vision and inspiration
- Leading in a global, multicultural society

For the course project, Personal Leadership Profile: A Self-reflective Case Study, students will conduct a case study of a leader of their choice whom they admire and about whom they can gather substantial research. Each week, they will analyze a different dimension of the selected leader's strengths and limitations (such as personal traits, behavioral styles, situational responsiveness, communication skills, relationship-building, and more). They will also evaluate their own strengths and limitations on these same leadership dimensions.

Prerequisites:

At least 80% of the student's coursework must be completed.

BC465 Negotiation and Conflict Management

This course presents a comprehensive process for conflict management, from needs assessment to final program evaluation. Students will explore topics such as:

- Assessment of various dimensions of conflict, including structural, psychological, and interactional
- Conflict intervention strategies, including negotiation, conversation, problem solving, dialogue, mediation, and arbitration
- Evaluation of conflict management programs and strategies

The course project, Conflict Assessment Report: Analyzing and Managing Organizational Conflict, engages students in identifying an organizational conflict, assessing its dimensions, analyzing it from three theoretical perspectives, determining what interventions strategies have been attempted, recommending strategies for managing the conflict, and proposing options for evaluating the success of their conflict management plan.

BC470 Collaboration Technology Systems

This course focuses on collaborative technology systems' influence on the content, context, and processes of professionals and organizations. Current developments in collaborative technologies and research about applying them to create measurable value and affect society at large are highlighted.

The course project, Collaborative Technology Analysis: Evaluating Key Factors Contributing to Collaboration in Organizations, is a report of benchmarked assessments of collaboration in an organization. Students evaluate the factors of technology, culture, economics, and politics to obtain scores reflecting the perceived level of collaboration. The final report includes the results of these assessments along with a project for improving the collaboration capability of an organization.

BC475 Organizational Training and Development

This course examines the role of training and development in helping organizations achieve their business goals. Course content is organized around the ADDIE model for instructional design, which allows students to closely examine the process of identifying training needs and then designing, developing, implementing, and evaluating training programs for organizations with both domestic and global training needs.

The course project, Applying the ADDIE Instructional Design Model for Aligning Training with an Organization's Business Goals, is a proposal prepared for senior management in an organization that has both domestic and global training needs. The proposal includes identification of a training need as well as the design, development, implementation and evaluation of the training program. The focus of the proposal is on using training strategically in order to help an organization achieve its business goals.

BC491 Business Communication Capstone

This course focuses on students providing a demonstration of the knowledge, skills, and abilities required for graduation from the Jones International University BABC program. Students will gain experience in designing a career goal statement, developing a professional development plan, and building a résumé.

The course project is a Professional Job Application and Portfolio: Demonstrating Achievement of Program Outcomes. Students will prepare a cover letter, résumé, and portfolio of accomplishments for professional submission based on a real job description of interest.

Prerequisites:

Academic advisor permission required for registration.

BC500 Business Research Methods

This course examines research as a method for solving business problems. It provides an overview of processes and tools for planning, implementing, reflecting, and evaluating business problems using a variety of methodologies. Students will investigate a wide range of related topics including:

- Designing business research proposals and processes
- Finding reliable sources and qualitative research

- Choosing primary research methods
- Collating, measuring, and analyzing data

The course project is a Business Research Report: Proposing a Solution to a Business Problem. Students will frame a research question, complete a review of the literature, identify techniques for data collection, design a primary research method, perform data analysis, and organize all components into a professional business report.

Prerequisites:

All MABC coursework must be completed except BC681.

BC532 Directing Corporate Communication

This course demonstrates the urgent need for a model of strategic corporate communication that allows the organization to "speak with one voice." It offers a cohesive model and provides an opportunity to apply that model in a real-world context. Students will investigate a wide range of related topics including:

- Corporate identity and image
- Internal communications
- Advertising and public relations
- Investor relations and crisis communication

The course project is an Organizational Communication Analysis: Evaluating an Organization's Internal and External Communications. Students will assess an organization's employee communication, product advertising, corporate advertising, public relations, investor relations, corporate philanthropy, government relations, and crisis communication.

BC541 Managing High-performance Teams

This course explores the nature of groups and teams and provides techniques to transform groups into working, successful teams that can achieve goals. While developing skills they can apply in daily work and personal life, students will investigate a wide range of topics including:

- Phases of team development
- Decision making and change management in teams
- Improving team effectiveness
- Virtual teams in a global marketplace

The course project is a Team Intervention Plan: Recommending Interventions to Make a Team Successful. Students will work in teams to assess a team dysfunction and recommend two interventions for making the team successful. The recommended interventions must contain elements of complexity that occur in actual interactions within a team.

BC563 Enterprise Innovation & Technology

This course focuses on using telecommunications technology in an innovative manner to improve communications competence in all types of formal and informal organizations. The concept of open innovation is used as the basis for developing pragmatic and viable innovation strategies. Students will investigate a wide range of topics including:

- Innovation strategies
- Open innovation and networks
- Forecasting and the diffusion of innovations
- Entrepreneurship and new ventures

The course project is a Communications Innovation Proposal: Convincing Stakeholders to Support an Innovative Communications Solution. Students will develop a presentation and a portfolio of supporting documents designed to "sell" an idea to decision

makers in an organization.

BC605 Leading the Customer-Driven Organization

This course explores the need for customer-focused organizations and provides practical concepts, guidelines, and tools necessary for building a customer-driven organization. Students will work toward becoming leaders with the skills to coordinate service, sales, and all supporting business units, providing them with a unique opportunity to successfully contribute to organizations. Students will investigate a wide range of topics including:

- Organizational culture, beliefs, and practices
- Synergy and systems thinking
- Reciprocity, adaptation, and star performance
- Methods of assessment

The course project is a Customer-Driven Organization Assessment: Helping an Organization Become More Customer-Driven. Students will analyze an organization's current state and make specific recommendations for improvement so the organization can obtain a desired state related to the overall goal of becoming more customer-driven.

BC606 Managing the Customer Experience

This course explores the rationale and methods for customer retention. It is not strictly about customer service, but digs deeper into methods for realigning an entire organization around the desires and needs of the customer on whom all profits depend. To effectively understand the functions of a chief customer officer position, students will practice many of them and apply them to their own organizations.
Students will investigate a wide range of topics including:

- Customer retention and bottom-line profits
- Future value of customers
- Political implications of change to a customer focus
- Customer portfolios
- Definition of the CCO position

For the course project, Chief Customer Officer Executive Portfolio and Presentation: Making a Bid for the CCO Position, students will describe the CCO position, outline a detailed leadership plan to develop a customer-driven focus within an organization and design a presentation to position themselves as a candidate for the position of CCO.

BC607 Leading from a Global Perspective

This course analyzes the impact of globalization on business. It is designed to help students develop their capacity for working in a global business environment by discussing ethical and political issues, future scenarios for a multi-centric world, and imprinted views on what is "good" and what is "bad." Students will investigate a wide range of topics including:

- Global challenges for business
- Culture, diversity, and the digital divide
- The paradox of corporate personhood
- Free trade versus fair trade

The course project is a Strategic Entry Report: Developing a Plan for a Business Operation Abroad. The report will include an overview of the cultural, political, and macroeconomic environment in a target country and region, and an estimate of the costs and political risks of doing business there. Students will make a supported, clear-cut, yes-or-no recommendation on whether to establish a business operation in the target country.

BC611 Leading with Integrity

This course takes a fresh look at leadership with the approach that leading others requires choosing an appropriate leadership method and becoming a servant-leader. Leadership also requires ethical principles, systems thinking, time management, strategic problem solving, accurate decision making, creativity, and effective risk-taking. Students will investigate a wide range of topics including:

- Attributes, traits, and behavior of leaders
- Situations and contexts for leadership
- Issues of diversity including gender and cultural differences
- Contemporary requirements for leaders

The course project is a Professional Leadership Plan: Assessing Potential for Leadership. In addition to completing a self-evaluation of their leadership potential, students will write a vision statement, mission statements, and statements of strategic intent for an organization, with special attention to diversity and ethics.

BC612 Influence Strategies for Organizational Change

This course examines aspects of leadership that both encourage and manage productive change, leading to organizational success. Students practice leadership coaching methods to persuade others to adjust to, align with, and effect change in a positive manner. Students will investigate a wide range of topics including:

- Types of power
- Ethical dilemmas
- Masterful listening and listening for subtexts
- Culture and global meetings

The course project is a Leadership Breakthrough Project: Exploring Leadership and Real-world Change Processes. Students will choose their own focus, but the project must be visionary, unpredictable, measureable, and inclusive (include others) so that it forces leadership. To maximize learning, students will participate in a "buddy coaching" process throughout the development of the project.

BC628 Designing High-impact Presentations

This course explores conceptual and practical tools for producing polished and professional oral presentations. Students will become familiar with the advantages and disadvantages of a variety of presentation aids, experiment with various presentation aids, and examine the kinds of adaptations necessary to meet the needs of a specific audience. Students will investigate a wide range of topics including:

- Audience profiling
- Techniques for delivery
- Slides, charts, and graphs
- Teleconference, virtual, and international presentations

Students will complete three video presentations during the course that involve increasing levels of complexity. The first will be a short speaking presentation with no media aids, the second will make use of one media aid, and the third will include two or more media aids with transitions.

Prerequisites:

Recommended as one of the final courses in the M.A.B.C. program

BC681 MABC Capstone

This course requires students to synthesize the knowledge and skills they have acquired throughout the Masters' of Business Communication program, incorporating specialization foci at key points in the project they will complete. It includes elements of:

- Ethics, leadership, and directing corporate communication
- Teamwork and enterprise innovation
- Research and presentations
- Project management, customer focus, and entrepreneurship

The course project is a Communication Department Plan: Developing an Executive Report. Students will emerge with a portfolio-worthy plan that demonstrates the spectrum of their knowledge, skills, and abilities so that they will be equipped to occupy a real world VP of Communications or similar position.

Prerequisites:

All MABC coursework must be completed.

CCM400 Service Operations Management

This course helps develop the skills needed to plan for and manage customer support agents who serve as the "voice" of the company. The development and management of these vital human resources is explored through topics on:

- Understanding the manager's role in a help center
- Developing agents and planning for improvements
- Using metrics to help manage day-to-day operations
- Expanding customer support methods and information sharing

The course project, Help Desk Analysis: Managing Daily Operations for Improved Customer Service, is an in-depth assessment of an actual help desk. Students complete a report that includes recommendations on how the selected help desk can improve its day-to-day operations, as well as implement strategies to ensure long-term success.

CRT100 Critical Thinking and Creative Problem Solving

This course introduces the JIU learning environment and critical thinking skills necessary to be a successful student and employee. The course examines topics such as:

- Using key elements, online tools, techniques, and strategies in a JIU course to successfully complete written assignments, course project assignments, and Forum discussions
- Defining, analyzing, and solving a problem
- Building an effective argument
- Distinguishing between fallacies and facts

The course project, Personal Plan for Success: Applying Critical Thinking Skills to Achieving Balance in your Life, is a personal development plan that incorporates critical thinking and problem-solving skills. The resulting plan balances a student's personal and work obligations with schoolwork to achieve success at JIU.

DISS820 Dissertation Data Gathering

DISS821 Dissertation Analysis

DISS822 Dissertation Results

DISS823 Dissertation Final Defense

DOC900 Doctoral and Specialist Programs: Year 1 Colloquium

This orientation course is the first step in the JIU doctoral program. Students will explore the challenges and opportunities of online learning, what's expected of them as doctoral students, what they can expect from the JIU faculty, the structure of a typical JIU course, and the tools and resources available to support doctoral students.

There are no course projects due for this orientation. However, there are several graded assignments that must be completed and submitted to ensure that students are familiar with the doctoral program and tools before beginning their first course.

DOC910 Foundations of Doctoral Writing

DOC911 Foundations of Doctoral Research

DOC912 Structure of the Literature Review

This course introduces students to the dissertation literature review and facilitates the development of a structure for the writing of the second chapter of their dissertation. Additionally, the course provides students with an opportunity to analyze the entire process of developing a dissertation and the methodology by which JIU approaches dissertation development.

Through the course project, Structure of the Review of Literature, students will learn how to create a literature review that is scholarly, informative, and persuasive. By completing the course project, students will have developed the structure for their dissertation literature review.

DOC913 Developing the Research Question

This course is designed to assist candidates in developing their research ideas and topics into specific research questions. Throughout, candidates will learn how to hone their research ideas so that the research they propose is specific, appropriate, and executable. By the end of the course, candidates will be able to explain their proposed research in operational terms and produce a written explanation that is scholarly, informative, and meets JIU dissertation standards.

The course project, Report: Statement of Intended Research, culminates in a synthetic account of how the candidate plans to approach their dissertation research. This includes an overview of the proposed research topic, the theoretical framework that supports the need for the proposed study, proper research questions, as well as preliminary assumptions, limitations, and definition of terms.

DOC914 Structure of the Research Methodology

DOC915 Structure of the Literature Review and the Prospectus

DOC916 Initial Drafts of the Literature Review

DOC917 Initial Drafts of the Research Methodology

DOC918 Final Draft of the Literature Review

DOC919 Final Draft of the Research Methodology

DOC920 Initial Drafts of the Introduction

DOC921 Final Draft of the Introduction and IRB Application

DOC922 Proposal and IRB Approval

ENG100 The Writing Process

This course invites students to engage in writing, research, analysis, revision, and editing as they study a "problem" in their local community or workplace. The course prepares students for successful writing in their Jones International University® courses and in the workplace by developing skills that create strong, effective documents. Students will investigate a wide range of related topics including:

- Composing effective documents
- Conducting research to analyze an issue
- Using feedback to revise documents
- Applying editing techniques to make documents effective and successful

The course project is a Local Problem Analysis: Proposing a Solution. Students will use writing and research to study a local problem in their workplace, community, neighborhood, group, or organization. Students will define the problem, persuade their audience that it actually is a problem, conduct brief research on the problem, propose a solution for the problem, and explain how to implement that solution.

ENG101 Composition

This course explores writing, research, analysis, inquiry, argument, revision, and editing. It prepares students for successful writing in their Jones International University® courses and in the workplace by developing skills that create strong, effective documents. Students will investigate a wide range of related topics including:

- Inquiry-based research and framing questions
- Primary and secondary research
- Techniques for successful writing
- Forms of argument
- Plagiarism, citation, and APA style

The course project is an Inquiry and Argument Essay: Persuading an Audience. Students will design an inquiry-based research project, generate framing questions, research answers to those questions, analyze and evaluate sources, and make an argument about their inquiry topic. The goal is to use the writing process to compose an effective, persuasive, and error-free research paper that argues a specific point to a specific audience.

ENG102 English Literature

This course introduces important works in English literature that not only serve as artistic texts but also as a record of historic and cultural events from the Medieval through the Modern periods. Students read several genres that encompass these works including poetry, drama, tragedy, satire, and the novel. Literary concepts or devices, such as plot or setting, offer a nomenclature by which students can better understand, appreciate, interpret, and critique literary works. Students connect these literary devices found within the works and offer personal connections by considering the value this literature has for contemporary readers.

The course project, The Literary Scrapbook: A Personal Journey Through English Literature, is a record of students' explorations through different eras of English literature. In creating the scrapbook, students offer reflections on the literary devices found within the course readings, and identify personal connections to the literature.

ETH401 Making Ethical Management Decisions

This course prepares students to make ethical decisions when faced with difficult business situations. It features the EthicsGame: Hot Topics™, a Web-based simulation that applies four traditional ethical theories (lenses) to actual business scenarios:

- Kant – Rights and Responsibilities
- Mill – Results
- Rawls – Relationships
- MacIntyre – Reputation

The course project, The EthicsGame™ Simulation: Exploring Ethics in Business Situations, offers students the opportunity to act in a manager's role by analyzing ethical situations and making actionable decisions in a simulated company. Students submit a final report describing the organizational culture, perceived ethical climate, processes by which ethical decisions were made within the company, and recommendations for the future.

Prerequisites:

The materials for this class must be purchased through the JIU bookstore, MBS Direct. Please be aware that a "Game Key" is part of the book package and the "Key" is needed in order to complete course assignments.

ETH501 Making Ethical Management Decisions

This course prepares students to make ethical decisions when faced with difficult business situations. It features the EthicsGame: Core Theory™, a Web-based simulation that applies four traditional ethical theories to actual business scenarios:

- Kant – Rights and Responsibilities
- Mill – Results
- Rawls – Relationships
- MacIntyre – Reputation

The course project is a Report to the Board of Directors: Analyzing the Ethical Climate of a Company. Students will submit a report to the Board of Directors of the company in the EthicsGame: Core Theory™ simulation, describing the organizational culture, perceived ethical climate, and processes by which ethical decisions were made within the company.

Prerequisites:

The materials for this class must be purchased through the JIU bookstore, MBS Direct. Please be aware that a "Game Key" is part of the book package and the "Key" is needed in order to complete course assignments.

FIN600 Financial Statement Analysis

The course emphasizes the use of financial statements by an analyst rather than on their preparation by an accountant. It is designed to prepare you to interpret and analyze financial statements for tasks involving credit and security analyses, and other decisions that depend on financial data.

Prerequisites:

MBA 591, MBA 592 & MBA 593

GEOG201 Human and Cultural Geography

This course introduces students to the geographic perspectives that have molded the varied human landscapes of the world. Exploring the spatial variations of geographical topics such as population, land use, social activities, and economic activities, this course develops the ability to think about the forces that form the world's cultural landscape.

In the course project, Country Profile: Exploring a Foreign Country in Detail, students select and explore a country outside North America that could influence their careers. The goal is to become familiar enough with a particular country to either conduct business in that country or relocate to that country.

HCM400 Health Services Policies and Practices

This course examines specific steps involved in proposing, formulating, modifying, and implementing health care management policies and practices. Within the context of a department or unit in a health care organization, students explore topics such as:

- Building and managing effective health care teams

- Setting standards, objectives, and metrics by which quality operations can be measured
- Making effective, strategic decisions in a leadership role

The course project, Health Care Consultation Report: Making Recommendations for Improved Operations, is a written report wherein the student presents general recommendations for operational improvements to a senior level manager in a health care organization. Students gather information through interviews and access to the policies, procedures, mission statements, etc., to produce realistic recommendations while being sensitive to the internal politics and human relations aspects of the health care management environment.

HIST201 History of World Literature

This course introduces students to the concepts and methods of comparative literary and cultural study on a global scale. The course looks at a broad range of texts, moving beyond appreciation to text-based analysis. Readings include poetry, plays, stories, epics and sacred works in the written and oral traditions from authors across many cultures, over a four-thousand-year period.

In the course project, Bridges to Understanding: How World Literature Provides a Window into Global Cultures, students make connections between the various cultures and draw connections to contemporary life and culture.

HUM201 Peace and Conflict Studies

This course introduces students to conflict, conflict resolution, and the process for attaining peace. Students will examine a wide variety of conflict situations, ranging from interpersonal conflict to global conflict. They will also examine a variety approaches to peace. The intent is to familiarize students with a wide assortment of conflicts, showing their similarities and differences, and the various ways of managing them.

The course project, Research Paper: Examination of Peace and Conflict, provides students with an opportunity to demonstrate their comprehension of the key concepts and principles covered in the course materials; and more importantly, to apply them to a real-world peace and conflict topic.

IT102 Introduction to Computer Information Systems

This course introduces students to the field of computer information systems. Students will explore the history of computers and information systems, as well as current and future technology. Students will also examine the hardware, software and technologies related to networking and e-commerce, digital media, e-commerce, systems analysis and design, as well as programming.

For the course project, Computer System Configuration: Designing an Ideal System for a Home Office or Small Business, students will configure an ideal computer system (hardware/software, including email, Internet access, file management, virus protection, etc.) for a home office or small business.

JIU101 Orientation - Successful Online Learning

This course is the student orientation course focused on preparing new students to have a successful experience in their first courses at JIU. Topics include:

- Expectations of students, JIU faculty and staff, and JIU courses
- How to use the JIU course delivery platform
- Skills for success
- Resources for students

JIU101 is normally taken just prior to a student taking his or her first class at JIU and lasts one week. It is a non-credit, non-tuition

course requiring about 3-4 hours of student time. JIU101 is facilitated by a JIU faculty member. Students have the opportunity to meet other students, ask questions, and practice skills required for JIU courses. The focus is on providing the essential information needed to have a great first course experience.

MATH101 Introduction to College Math

This course presents college math concepts combined with the real-world experience of developing a personal financial plan. Basic Microsoft Excel spreadsheet skills are introduced as a way to develop mathematical and financial planning skills. The course also introduces basic algebraic concepts such as solving for unknowns in an equation.

In the course project, Personal Financial Plan: Using Math for Decision-Making, students use Microsoft Excel to create a financial plan and analyze data represented in the plan. (Students must have access to Microsoft Excel to complete the project.) Students will also complete sets of problems using an artificial intelligence-based math software program called ALEKS. (Students are required to purchase an access code for the software program through the JIU bookstore.)

MATH201 Intermediate College Algebra

This course introduces intermediate college algebra concepts and their applications through problem-solving and the use of equations. A graphing calculator (Texas Instruments TI-83) is required to complete homework assignments. This course provides a basis for college algebra, trigonometry, and other higher-level mathematics courses.

Students will examine such key topics as:

- Linear equations and inequalities

- Systems of linear equations

- Exponents and polynomials

- Rational expressions and functions

- Radicals and rational exponents

- Quadratic equations, functions, and inequalities

Students will complete sets of problems using an online homework manager, MyMathLab. Students will also participate in discussions designed to help them apply concepts to word problems and daily life. Students will complete both a mid-term and a final comprehensive exam.

MATH301 Business Mathematics

This course provides a variety of applications-based math tools and concepts for the business professional. Teaching an effective foundation on topics that include product pricing, inventory valuation, depreciation methods, payroll, investments, costs of borrowing money, and accounting basics, the basics needed for initial analysis of financial situations in business are covered.

In the course project, Financial Plan: Using Business Math to Analyze the Financial Conditions of a Company, students apply the mathematical concepts that have been practiced throughout the course. A final report is submitted outlining different analyses, strategies for investments and borrowing, return on investments (ROI), and goals and action plans for the company.

MBA502 Economic Theory and Applications

This course employs a unified framework for understanding local and global economies. Beginning with a study of the macroeconomic environment, it presents a coherent world view of how the world economy works, with the adaptation of the circular flow of income to accommodate the actors, institutions, products, services, and prices that form the full circular flow of the economy. Students will investigate a wide range of related topics including:

- Macroeconomic measurements such as gross domestic product, balance of payments, aggregate demand, aggregate

supply, price levels, interest rates, money creation, taxation, and regulation

- Mesoeconomic topics such as industry, region and group interactions, systemic risk, and connections between the macroeconomic environment and microeconomic decision-making
- Microeconomic principles that guide decision-making and activities at the individual organizational or household level
- Models and data interpretation for economic theory and applications, along with research methods in economics

The course has eight sets of module-specific assignments that link the assigned readings to a selection of assignments that will include computational exercises done in teams of two and individual case studies and/or short papers. Through a reading of the assigned texts, the course modules, and the websites, plus completion of all assignments, students will obtain a firm grounding in economic theory and select applications.

MBA503 Managerial Accounting

This course focuses on how managers use financial data for planning, decision making, and control. It illustrates how data derived from cost accounting systems are used to make business decisions and evaluate the performance of divisions working in the fast-moving information age. Students will investigate a wide range of related topics including:

- Cost-volume-profit analysis and incremental analysis
- Cost allocation, cost drivers, and effects of under- and over-costing
- Performance evaluation and responsibility accounting
- Job-order and process cost systems

Through participation in Forum discussions and solving realistic accounting problems, students will learn to use financial reports for evaluation and analysis in decision making. Most of the assignments in this course are quantitative and require calculations in deriving numeric solutions. Some assignments include a Microsoft Excel® template for student use.

MBA504 Financial Management

This course examines the competencies, responsibilities, and tasks performed by financial managers in business organizations. Students will explore current theories of finance, tools, issues, and controversies, and how these impact financial managers in their quest for effective decision-making. Students will investigate a wide range of related topics including:

- Financial accounting foundations (financial statement analysis, time value of money, and valuation of securities)
- Working capital management and short-term financing
- Management of long-term assets and long-term financing

Students will analyze case studies and solve realistic finance problems designed to determine depth of understanding of concepts and ability to apply them in a business setting. Microsoft® Excel simulations are provided for practice in applying course concepts in the real world.

MBA505 Marketing Management

This course examines essential marketing concepts in the context of the new global and electronic marketplace. It offers a strategic approach to marketing by presenting a systematic methodology for analyzing problems and arriving at decisions that give organizations sustainable competitive advantages. Students will investigate a wide range of related topics including:

- Product lifecycle and environmental analysis
- Buyer behavior
- Market segmentation
- Marketing mix elements: product, price, placement, and communication

The course project is a robust Strategic Marketing Plan: Developing the Marketing Mix appropriate for the marketplace as assessed. The report will focus on a specific product or service, including environmental analysis, market segments to be

targeted, strategic market objectives, and detailed development of all elements of the marketing mix.

MBA521 Transnational Marketing

This course focuses on the three most vital decision areas facing the international marketer: foreign entry, local marketing abroad, and global strategy coordination. Actual business cases are used to illustrate real-world transnational marketing problems and how companies have solved them. Students will investigate a wide range of related topics including:

- Foreign entry modes
- Local versus global marketing
- Standardization of products and services
- Global promotion and e-commerce

The course project is a Country Feasibility Study: Determining Feasibility and Marketing Strategy for a Product or Service in a Foreign Market. Students will develop a formal recommendation to a company as to whether further plans to enter a specific foreign market should be pursued, an appropriate market entry strategy, and a plan for entering the market.

MBA522 Cross-Cultural Management

This course addresses the challenges managers face when working in multicultural and global environments. The course is designed to increase managers' effectiveness in identifying, understanding, and managing the cultural components of organizational and business dynamics. Students will investigate a wide range of related topics including:

- Communicating across cultures
- Creating cultural synergy
- Managing and leading multinational teams
- Negotiating globally

Students will complete a Global Insight and Wisdom Journal: Reflecting on Discussions, Perspectives, and Insights throughout the class. They will also conduct research and interviews, work in small groups, write short papers analyzing cross-cultural situations, and develop recommendations for cross-cultural organizations.

MBA523 Emerging Technologies and Global Enterprise

This course takes a systems approach to exploring how emerging technologies are implemented in enterprises as they grow to operate globally. It emphasizes that social/behavioral and technical components must be integrated to ensure the success of the global enterprise. Students will investigate a wide range of related topics including:

- New business models and emerging technologies
- Corporate culture, structure, and emotions
- Proving the value of transformation
- Resistance, compliance, and commitment in transformation

The course project is a Technology Transformation Plan: Implementing a New Technology. Students will choose an organization and propose a new use of a specific technology within the organization. The plan will include a competitor analysis, a technology audit, a SWOT analysis, a cultural and structural analysis, a communication and education plan, and a business case for the use of the new technology.

MBA531 Telemedicine and Emerging Technologies

This course focuses on preparing health care administrators to make decisions about existing and future information technologies and associated management issues. Students will explore how technology and treatment modality affect care, quality, and satisfaction in community hospitals, tertiary care centers, and clinics. Students will investigate a wide range of related topics

including:

- Specialty specific applications of telemedicine
- Telemedicine system planning and management issues
- Assessment of telemedicine
- Legal and ethical issues and the development of technology standards

The course project is a Telemedicine Program Proposal: Describing a Telemedicine Program. The report will include the technology to be used, types of providers, issues and barriers, reimbursement plan, assessment model, and research areas that will be improved by the telemedicine program.

MBA532 Managing the Health Care Professional

This course examines how human resources management practices can be applied most effectively in managing healthcare professionals. Healthcare managers routinely face challenging operational, ethical, and strategic choices. Indeed, managing even a small community hospital is remarkably complex, and the consequences of even minor errors are sobering. Students will investigate a wide range of related topics including:

- Strategic management of healthcare human resources
- Job design, recruitment, and selection
- Performance management and training
- Reward systems and compensation

The course project is a Job Analysis: Designing Procedures and Management Tools for Staffing a Specific Healthcare Position. Students will develop a job description, recruitment and selection procedures, performance management tools, and a compensation and benefits plan.

MBA533 Marketing Health Services

This course examines the basics of healthcare marketing with an emphasis on how marketing informs, helps to develop, and contributes to the business growth goals of a healthcare organization. Emphasis is placed on balancing the needs of a diverse range of buyers, sellers, and stakeholders; developing and critiquing healthcare marketing communications; and incorporating new communications media and technologies into the healthcare marketing mix. Students will explore a wide variety of topics including:

- Healthcare marketing strategy and branding
- Market analysis and market research
- Marketing channels and communications
- Customer relationship management

The course project is a Marketing Plan: Launching a Healthcare Product or Service. Students will develop a complete marketing plan, create a marketing communication product, critique a healthcare advertisement, and investigate how healthcare organizations are using social media for marketing and customer/stakeholder relationship management.

MBA541 Fundamentals of Entrepreneurship

This course explores the knowledge and skills needed for entrepreneurship. Students will assess their entrepreneurial skills and learn how to identify and pursue entrepreneurial opportunities in their area of interest. Students will investigate a wide range of related topics including:

- Environmental scanning and identification of opportunities
- Methods to determine feasibility of opportunities
- Marketing and finance strategies for new ventures

- Entrepreneurial alternatives to independent startup

The course project is an Entrepreneurial Journal and Networking List: Assessing Skills, Attitudes, and Resources. It combines the creation of a journal assessing students' skills and attitudes as entrepreneurs with the development of a networking list to advance entrepreneurial goals.

MBA542 Feasibility Analysis for New Ventures

This course focuses on recognizing and testing entrepreneurial opportunities in a variety of settings, using a variety of analytical methods. Students will develop techniques for analyzing the risks and benefits of the industry, product or service, customer, market, distribution channel, founding team, and financial requirements involved in starting a venture. Students will investigate a wide range of related topics including:

- Components of a business concept
- Industry, market, and customer analysis
- Intellectual property and competitive advantage
- Financial forecasting and economic sustainability

The course project is a Feasibility Study: Evaluating a Potential Business Opportunity. Students will identify a real business opportunity and analyze all aspects of its feasibility, making a final recommendation regarding the fundability and economic sustainability of the proposed venture.

Prerequisites:

MBA 541

MBA543 Business and Marketing Plans for New Ventures

This course explores the components of a business plan as well as techniques for developing and presenting each section of the plan. It examines the uses of business plans for raising capital and attracting commitments from potential customers, suppliers, and employees. Students will learn how to answer a wide range of questions including:

- Who are the customers and competitors?
- How will the company deliver value to customers?
- How will the company measure results?
- How will the company execute its business plan?

The course project is a Business Plan: Launching and Operating a New Venture. Students will develop a vision of the start up and first two years of a new venture that can be used as a "prospectus" to share with potential partners or as a tool to gain financing.

Prerequisites:

MBA 541, MBA 542

MBA544 Entrepreneurship in a Global Economy

This course examines key factors in creating a new business with a global market focus. It promotes the development of skills needed to:

- Assess the viability of a new business concept
- Understand the conditions of international business within specific countries
- Analyze competitive environments and market potential
- Implement sustainable business strategies

The course project is an International Business Plan: Expanding to International Markets. The plan includes product and country

selection, pricing, marketing, partnering options, and the development of background information on cultural differences and their potential impact on project feasibility.

Prerequisites:

MBA 541, MBA 542, MBA 543

MBA551 Internal Marketing for Information Managers

This course explores a bold idea: using market principles to design and manage large organizations. Market-based organizations are emerging in business and government because they offer the advantages of market economies: accountability, innovation, and rapid response. Students will investigate a wide range of related topics including:

- Examining the impact of the information revolution
- Transforming departments into internal enterprise units
- Leading without power
- Developing entrepreneurial government

The course project is a Research/Consulting Project: Examining an Internal Markets Problem. The project can employ academic research or it can focus on an organization, identifying problems and solutions (consulting). Ideally, the project will be so strategically chosen that the results will produce a breakthrough in management thought.

MBA552 Managing Knowledge Workers

This course explores how organizations can manage knowledge to make the most of a company's intellectual capital and achieve long-term sustainability. The focus is on building a learning organization and the unique challenges relating to motivation, retention, and training. Students will investigate a wide range of related topics including:

- Knowledge-intensive firms
- Business process re-engineering
- Knowledge management tools
- Communities of practice

The course project is a Knowledge Management Proposal (or Evaluation): Designing (or Improving) a Knowledge Management Initiative. For a specific organization, students will either design a new knowledge management initiative, or evaluate and recommend improvements for an existing knowledge management system.

MBA553 e-Commerce and the Internet

This course focuses on the current state of business on the Internet and new developments in e-commerce. There is no part of the U.S. and global economy that is not transformed by new technology. This course provides up-to-date thinking on how this transformation brings about changes within an organization's traditional business functions, and its critical impact and relevance on corporate strategy. Students will investigate a wide range of related topics including:

- The Internet and channels of distribution
- Business to business e-commerce
- Cyberservice
- Legal, ethical, and societal impacts of electronic commerce

The course project is an e-commerce Business Plan: Developing an e-Commerce Initiative. Students will choose an appropriate e-commerce strategy for a specific organization and identify its purpose, revenue streams, strategic competitive advantage, industry forces, target customers, costs, pricing, and customer service issues.

MBA561 Conflict Management

This course examines constructive approaches for managing conflict in organizations. Using a systems perspective, along with theories of planned change in organizations, students learn to recognize and manage organizational conflict dynamics at the interpersonal, group, and organizational levels. Students will investigate a wide range of related topics including:

- Communication
- Negotiation
- Team building
- Organizational change
- Mediation, arbitration, and litigation

The course project is an Integrated Conflict Management System: Managing Conflict in an Organization. Students will assess the various sources of conflict in an organization, propose conflict management strategies appropriate to the organizational context, and make plans for the implementation and evaluation of their integrated conflict management systems.

MBA562 Judgment and Decision Making

This course focuses on improving decision-making skills. Students will identify traps that lie in wait for the unwary, and use tools and techniques to avoid these traps and make effective decisions. Students will investigate a wide range of related topics including:

- Consequences, preferences, and tradeoffs
- Uncertainty and risk
- Traps and biases
- Group decision making

The course project is a Decision Analysis: Analyzing a Decision Situation. Students will identify a client who faces a real decision, analyze the decision using appropriate techniques introduced in the course, and make a recommendation to the client supported by their analysis.

MBA563 Negotiation

This course is designed to improve negotiating skills in all phases of the negotiation process in terms of both personal and professional negotiations. It introduces the concept of principled negotiation and provides guidelines for dealing with difficult negotiation partners. Students will investigate a wide range of related topics including:

- Individual personality (i.e., style, temperament, risk-taking propensity)
- Integrative and distributive strategies
- Common tactics and behaviors
- Ethical and cultural considerations in negotiation

The course project is a Complex Negotiation Plan: Preparing for a Negotiation. The project will include descriptions of the situation, the players, and the issues, as well as application of course concepts and principles used in assessing the situation and proposing a course of action.

MBA571 The Project Management Framework

This course introduces project management as a discipline, examines the context of projects, and differentiates between projects and operations. It explains the lifecycle of a project and presents a framework for project planning and integration. Students will investigate a wide range of related topics including:

- Relationships between project management and other management disciplines
- Project phases, lifecycles, and influences
- Project processes, planning, and implementation

- Changes in project scope, schedule, costs, quality, and risks

The course project is a Project Plan: Guiding Project Execution and Control. The plan includes project specifications, a master schedule, procedures guidelines, cost controls, materials and equipment forecasts, a cross-impact matrix, management and personnel plans, and procedures for reporting and review.

MBA572 Planning Projects to Manage Outcomes

This course focuses on defining the shape and size of a project, establishing a project timeline, setting a budget, and ensuring the quality of the resulting product or service. Students will investigate a wide range of related topics including:

- Project scope and activity definition
- Schedule development and resource planning
- Cost budgeting and control
- Quality planning and assurance

The course project is a Project Plan: Integrating Product Quality. The plan includes a project charter, scope statement, work breakdown structure, schedule, cost estimates, required staff, and tracking mechanisms for open issues or pending decisions related to the project.

Prerequisites:

MBA 571

MBA573 Project Controls and Tracking Project Progress

This course examines human resources, communications, risk management, and procurement activities that are necessary to the successful completion of a project. It emphasizes that controlling and tracking progress is essential to project success. Students will investigate a wide range of related topics including:

- Staff acquisition and team development
- Communications planning and information distribution
- Risk identification and quantification
- Procurement and contract administration

The course project is a Project Plan: Defining Project Controls and Tracking Progress. Students will add detailed plans and controls for human resources, communications, risk, and procurement to their previous project plan (from MBA572) or to a new project plan of their choice.

Prerequisites:

MBA 571, MBA 572

MBA574 Strategic Thinking and Project Management

This course focuses on strategic thinking in the field of project management by linking projects to an organization's strategic plan, thereby ensuring the most effective means of using resources to expand the organization's business line. Students will investigate a wide range of related topics including:

- Strategic performance standards
- Strategic fit
- Non-traditional project teams
- Stakeholder management

The course project is an Analysis Paper: Assessing Strategic Management of Projects. Students will assess the strategic

management of projects within an organization to determine how it affects the organization's ability to grow in an ever-changing environment with limited resources, increased competitive pressure, and new challenges.

MBA580 MBA Capstone

This course requires students to integrate prior course work and demonstrate a comprehensive understanding of an organization in the accomplishment of its goals and strategies. The focus is on strategic management. Course topics include an exploration of a wide range of management concepts and principles, including:

- Strategic leadership systems
- Business models
- Effective governance systems
- Strategic planning for organizational growth

The course project is a Strategic Business Analysis: Developing a Plan for Growth. It requires students to assess an organization's business strategy, leadership system, global prospects, code of conduct, and growth opportunities with an ethical emphasis.

MBA591 Corporate Finance

This course focuses on making effective financial decisions in private and public sector organizations to maximize the use of an organization's resources and create value. It explores decisions that a chief financial officer and his or her staff should be concerned with on a day-to-day basis. Students will practice a wide range of skills including:

- Determining appropriate borrowing structures
- Managing cash flows
- Conducting cost-benefit analyses
- Identifying appropriate investments

Case study assignments require students to apply the concepts discussed in each module in a creative and challenging manner. Some case study questions require mathematical or spreadsheet analysis, while others require a written response (explanations, persuasive memos, etc.). Students will also participate in Forum discussions designed to engage them in open-ended analysis related to the course content.

Prerequisites:

Degree Students - MBA502, MBA504 Certificate Students - Recommend MBA 504, or significant background in accounting and finance

MBA592 Financial Management Multinational Corporations

This course explores the changing global environment in which multinational corporations operate including international flow of funds, exchange rates, and exposures that might be absent for corporations engaged strictly in domestic business activities. Additionally, this course addresses the various activities in which a multinational corporation must engage in order to be successful. Students will investigate a wide range of related topics including:

- Foreign direct investment and multinational capital budgeting
- Cost of capital and capital structure optimization
- International taxation and the repositioning of funds
- International risk management and financing international trade

Assignments in this course include detailed case study analyses, frequent Forum discussions, individual written reports, and application problems that require calculations.

Prerequisites:

MBA591 Degree Students - MBA504 Certificate Students - Recommend MBA 504, or significant background in accounting and finance

MBA593 Investment and Portfolio Management

This course focuses on the theories, practices, and tools associated with the analysis of financial assets. The emphasis is on the securities markets, the valuation of individual securities, and portfolio management. Students will investigate a wide range of related topics including:

- Efficient market and portfolio theories
- Economy, industry, and market analysis
- Valuation of stocks and bonds
- Asset pricing models

The course project is a Portfolio Analysis: Evaluating Portfolio Performance. Students will track the performance of four different securities daily and apply various investment theories and tools to complete written analyses of the data gathered and additional research.

Prerequisites:

MBA 591, MBA 592 Degree Students - MBA 504 Certificate Students - Recommend MBA 504, or significant background in accounting and finance

MBA594 Advanced Corporate Finance

This course focuses on advanced issues in global finance. The goal of this course is to provide graduate-level students with an in-depth understanding of corporate finance so as to successfully prepare them for their roles as financial analysts within corporations or public-sector organizations. Students will investigate a wide range of related topics including:

- Capital markets
- Risk management
- Global investing
- Futures and options

The course project, Financial Operations Analysis: Evaluating the Health of a Company, requires students to complete an analysis based on their chosen company's annual reports, shareholder data, balance sheets, cash flow statements, and strategic plans. Alternatively, students can choose to create financials that are commensurate with a strategic plan for an entrepreneurial venture.

Prerequisites:

MBA 591, MBA 592, MBA 593 Degree Students - MBA 504 Certificate Students - Recommend MBA 504, or significant background in accounting and finance

MBA600 Strategic Management

This is a big picture course that cuts across the whole spectrum of business and management to focus on the total enterprise. It requires students to probe, question, and evaluate all aspects of a company's external and internal situation. Students will investigate a wide range of related topics including:

- Industry and competitive environment
- Long-term direction and strategy
- Resources and competitive capabilities

- Prospects for long-term success

The course project, Corporate Strategic Plan: Charting the Course for an Organization, requires students to complete an analysis of strengths and weaknesses, competitive structure, corporate culture, global strategies, ethics, and social responsibility, as well as create specific implementation and action plans.

MBA611 Securing the Organization

This course provides a high-level overview of information security from a managerial standpoint. In addition to exploring a broad spectrum of topics related to securing an organization's information assets, the course demonstrates the use of a standard methodology for developing an information security program for an organization. Students will investigate a wide range of related topics including:

- Role of the chief security officer
- Security training and certification
- Privacy and compliance issues
- Security policies for organizations

The course project, Term Paper: Analyzing an Information Security Issue, requires students to research a topic of interest and then complete an outline, rough draft, and final draft of their term paper, incorporating feedback into the final project.

MBA612 Securing the Network

This course focuses on a defense-in-depth model of security that uses a layered approach to securing the perimeter, the internal network, remote access, servers, desktops, applications, and data within organizations. Students will investigate a wide range of related topics including:

- Threats and vulnerabilities
- Remote access and wireless security
- Hardening clients, servers, and applications
- Penetration testing and hacking

The course project, Product Review: Evaluating a Network Security Tool, requires students to develop a testing methodology and review format, and then to evaluate how effective a specific network security product is for securing a computer network.

MBA613 Risk Assessment and Management

This course provides hands-on experience in assessing and managing risk associated with information systems using OCTAVE (Operationally Critical Threat, Asset, and Vulnerability Evaluation), a risk assessment methodology developed by the CERT Coordination Center (CERT/CC) at the Software Engineering Institute (SEI) of Carnegie Mellon University. Students will investigate a wide range of related topics including:

- Building asset-based threat profiles
- Identifying infrastructure vulnerabilities
- Conducting risk analysis
- Developing a protection strategy

Students will complete an OCTAVE evaluation for their own organization's security posture or that of a fictitious company developed by a peer. The series of OCTAVE evaluation assignments provide hands-on experience in evaluating the potential risk an organization's information architecture faces using the OCTAVE method.

MBA614 Business Continuity Planning

This course provides a management-level introduction to the topics of business continuity planning, disaster recovery, incident

response, and computer forensics. It covers creation of a disaster recovery plan and assembly of team members for implementation. Students will investigate a wide range of related topics including:

- Containment of an IT security breach
- Protocols required for rapid and complete business continuity
- Identification and training of those who will act as company representatives with law enforcement and criminal investigation organizations

Students will evaluate the current plans and posture of a company in terms of business continuity, incident response, and forensics. Alternate assignments will be offered for students whose current or past companies don't have such procedures and plans in place for evaluation.

MBA620 Auditing I

This course systematically presents the audit process, introducing the concepts of audit risk, materiality, and evidence. The risk assessment process proposed by the Auditing Standards Board and adopted by the International Auditing and Assurance Standards Board is incorporated into the course. Students will investigate a wide range of related topics including:

- Risk assessment and materiality
- Evidence and documentation
- Internal control and audit sampling
- Auditing processes for revenue, purchases, and human resources management

Students will evaluate realistic auditing cases, supporting their positions with appropriate calculations. They will also explore and evaluate Internet resources related to course topics, and participate in Forum discussions that challenge them to think critically about and apply conceptual and technical auditing practices.

Prerequisites:

BBA408 (Intermediate Accounting II) or the equivalent

MBA621 Auditing II

This course addresses auditing theory and practice with regard to the following business processes: inventory, financing assets, long-term liabilities, stockholders' equity, and income statement accounts. It provides an introduction to completing the audit and reporting responsibilities, including professional responsibilities relative to assurance, attestation, and internal auditing services. Students will investigate a wide range of related topics including:

- Auditing the finance process
- Reporting on audited financial statements
- Completing the engagement
- Implementing internal control over financial reporting

Students will complete application problem assignments to gain experience in applying auditing techniques, often requiring calculations to derive numerical solutions. Discussion assignments will challenge them to think critically about and apply conceptual and technical auditing issues.

Prerequisites:

MBA620 (Auditing I) or the equivalent

MBA622 Advanced Accounting

This course systematically explains advanced accounting concepts within a professional context, showing how advanced

accounting applies to a variety of service and manufacturing organizations. Students will investigate a wide range of related topics including:

- Consolidation of financial statements
- Translation of foreign currency financial statements
- Partnership formation, operation, termination, and liquidation
- State and local government accounting

Using key concepts, students analyze complex problems using fundamental and advanced principles and practices appropriate for advanced accounting. Application of advanced accounting judgment and learning are focused on engaging, real-world examples, illustrations, and analogies.

Prerequisites:

BBA408 (Intermediate Accounting II) or the equivalent

MBA623 Advanced Taxation

This course explores the tax consequences of many sophisticated business, financial, and personal wealth-planning transactions. Students will examine the economic and social policy issues of taxation, the common ground between financial theory and tax law, and the framework of federal income taxation that allows for future tax law changes. Students will investigate a wide range of related topics including:

- Organizational structure, compensation, and savings options
- Tax planning for multinational organizations
- Acquisitions, mergers, and divestitures
- Trusts, gifts, and estate planning

Students will complete application problem assignments to gain experience in applying tax techniques, often requiring calculations to derive numerical solutions. Discussion assignments will challenge them to think critically about conceptual and technical tax issues.

Prerequisites:

BBA409 (Taxation I) or other introductory Tax course

MBA624 Forensic Accounting

This course systematically approaches fraud detection and deterrence concepts relative to forensic accounting. It addresses what fraud is and how it is committed, detected, and deterred. The course is based on the three main categories of occupational fraud and abuse:

- Asset misappropriation
- Corruption
- Fraudulent statements

Students will complete case studies and problem assignments that often require calculations to derive numerical solutions. Discussions and written assignments will challenge them to think critically about conceptual and technical issues covered in the course.

Prerequisites:

MBA621 (Auditing II), or the equivalent

MGT400 Workplace Management

This course addresses the critical legal and ethical issues faced by business managers. With the significant impact that federal and other laws have on business operations, topics such as employment decisions, Americans with Disabilities (ADA), Family Medical Leave Act (FMLA), Occupational Safety and Health Administration (OSHA) compliance, and employee performance management and conflict are considered.

The course project, Business and the Law Analysis: Examining the Impact of Legal Issues in an Organization, is an evaluation of the impact that certain laws have on a business. Students will review various policies within a selected business organization in order to assess how laws have impacted the course of business.

MGT401 Quality Assurance

This course offers a broad overview of how a quality assurance program can be implemented in an organization. Stepping through the phases of two quality assurance methodologies, Six Sigma and DMAIC (define, measure, analyze, improve, and control), students gain an understanding of the quality assurance methods that can position a company to achieve its quality objectives.

The course project, Quality Improvement Project: Using the DMAIC Methodology for Quality Assurance, uses the structured DMAIC approach for improving a target organization's service quality. Students will select a company, review its key processes, and identify improvement areas with respect to customers' quality requirements. Using the DMAIC methodology, students will create a final report that makes recommendations for improved quality assurance.

PSY201 Psychology of the Organization

This course examines the organization from a "systems" view, looking at the alignment of key organizational components necessary for effective organization performance. Students will explore how the driving forces of strategy, culture, and infrastructure must work in relative harmony to deliver needed results for an organization.

In the course project, Organizational Alignment Assessment: Recommendations for Resolving Organizational Challenges, students will determine the relative degree of organizational alignment for a selected company, find a critical disconnect, and recommend a plan of action to reduce or resolve this organizational challenge.

RES700 Foundations of Doctoral Research Methods

This course introduces students to the components of scientifically acceptable research projects and the considerations that need to be made to narrow the focus of topic choice and research methodology. Key topics include:

- General theories and principles of educational and business research
- Selecting a research topic and design
- General research methods, including statistical methods
- Collaboration and peer review as important parts of scientific research
- Research implementation and dissemination

The course project, Doctoral Research Project Proposal: Identifying Topics, Methods, and Design for Research, is a doctoral level research project proposal that helps students demonstrate their ability to apply what they have learned about choosing a research topic. Students will apply research searches, design, methodology (including basic statistical methods), writing for research dissemination, and leadership skills and knowledge to the solution of a practical but significant problem in their field.

RES701 Qualitative Doctoral Research Methods

This course focuses on the qualitative paradigm of doctoral-level research from a practitioner-based perspective. The theoretical and philosophical foundation of qualitative methods, including naturalistic and inductive inquiry, other inherent assumptions, and analytical tools, provide the groundwork for the justification of an empirical qualitative research design to address a pertinent research problem.

The course project results in a research prospectus that presents a justified research problem, research question, conceptual framework, study setting, population and sampling method, and a plan for qualitative data collection and analysis methods for a proposed qualitative research study.

A research prospectus is a common precursor document that may lead to a proposal to conduct a research study. In this course, the components of a qualitative research prospectus are developed throughout the course and presented in Module 8 as a polished doctoral-level research prospectus as the course project. The final research prospectus will incorporate:

- A justified research problem worthy of doctoral-level study
- Study Purpose
- Research question(s)
- Conceptual framework
- Research setting
- Population and Sampling Frame
- Sampling Method
- Data Collection & Analysis Plan
- References

The audience for the prospectus will be the decision makers that would typically determine whether the study would proceed to a research proposal. The prospectus will be formatted using APA style and JIU requirements for dissertation documents.

Prerequisites:

RES700 is a prerequisite for this course.

RES702 Quantitative Doctoral Research Methods

This course focuses on the quantitative paradigm of doctoral-level research from a practitioner-based perspective using non-inferential and inferential analyses. The theoretical and philosophical foundation of quantitative methods, including deductive inquiry, other inherent assumptions, and analytical tools for descriptive and correlation study design, provide the groundwork for the justification of an empirical quantitative research design to address a pertinent research problem.

The course project results in a research prospectus that presents a justified research problem, research question, conceptual framework, study setting, population and sampling method, and a plan for quantitative data collection and analysis methods for a proposed quantitative research study.

A research prospectus is a common precursor document that may lead to a proposal to conduct a research study. In this course, the components of a nonexperimental quantitative research prospectus are developed throughout the course and presented in Module 8 as a polished doctoral-level research prospectus as the course project. The final research prospectus will incorporate:

- A justified research problem worthy of doctoral-level study
- Study Purpose
- Research question(s)
- Conceptual framework
- Research setting
- Population and Sampling Frame
- Sampling Method
- Data Collection & Analysis Plan
- References

The audience for the prospectus will be the decision makers that would typically determine whether the study would proceed to a research proposal. The prospectus will be formatted using APA style and JIU requirements for dissertation documents.

Prerequisites:

Prerequisite: RES700 Foundations of Doctoral Research Methods

---

RES703 Advanced Quantitative Doctoral Research Methods

This course focuses on complex quantitative research methods and analyses used in doctoral-level research. The course focuses on experimental and quasi-experimental design using multivariate and inferential analyses. Probability sampling, intervention, and group comparison are integrated into an advanced quantitative study design. Students will also design and pilot test a valid and reliable instrument for quantitative data collection.

The course project is a pilot study report that presents (a) the design and results of a pilot study to test a valid and reliable self-designed instrument appropriate for quantitative data collection, and (b) proposes a study designed to use the pilot-tested instrument in a two-group experimental or quasi experimental research study to investigate a relevant research problem within the field.

Prerequisites:

RES702 Quantitative Doctoral Research Methods

SCI201 Science and Technology

This course provides a multidisciplinary exploration of the contemporary social implications of modern science and technology. Course topics address scientific and technological developments that have generated social debate in recent years. Topics discussed include:

- Energy demands
- Health and medical developments
- Space and information technological advances

The course project, Position Portfolio: Developing Opinions on Scientific and Technological Developments, is a collection of papers written by the student about module-specific topics. Using text readings, web resources, and module themes, students formulate their own positions on controversial topics.

SCI202 Physics of Modern Technology I

This course examines items of modern technology such as clocks and musical instruments to understand item behavior based on the underlying principles of physics. Students learn that many things are predictable, once quantitative problem-solving skills are developed. Easily understood visual models assist in advancing a conceptual understanding of physics and its application to the real world.

Students record their reasoning, reflections, and questions, and learn to make predictions about the principles of physics using:

- Entries that demonstrate consistent and comprehensive effort as well as critical thinking
- Graded problems
- Collaborative problem-solving exercises

Prerequisites:

MATH101 or equivalent transfer credit

SCI203 Physics of Modern Technology II

This course continues to build on the foundations established in SCI202 and examines items of modern technology, including radios, microwaves, and nuclear weapons, to understand their behavior based on the underlying principles of physics. Easily

understood visual models are used in an effort to advance the student's conceptual understanding of physics and its application to the real world.

Students will record their reasoning, reflections, and questions, and learn to make predictions about the principles of physics using:

- Entries that demonstrate consistent and comprehensive effort as well as critical thinking
- Graded problems
- Collaborative problem-solving exercises

Prerequisites:

SCI 202 Physics of Modern Technology

SPCH101 Fundamentals of Public Speaking

This course is designed to increase students' competence in public speaking. The ability to speak in public is an important, transferable skill that is particularly important for students who aspire to management positions. Additionally, students who are competent in public-speaking situations tend to have higher levels of self-confidence, which can enhance their effectiveness in a variety of communication contexts—such as leading a meeting or interviewing for a job.

The course content leads students through a systematic process of message construction, including:

- Organizing, developing, and dramatizing ideas

- Constructing introductions and conclusions

- Learning strategies for effective self-presentation

COURSE PROJECT: The course project is comprised of three components: 1) A full-content outline, 2) an 8–10 minute informative presentation, and 3) a bibliography containing at least five references formatted according to APA guidelines.

TM400 Technical Services Management

This course introduces students to management skills associated with technical services and organizational planning, and optimal methods for combining these two areas of management. The course covers two key areas and how they intertwine: (1) technical planning (hardware, software, and network topics) and (2) human resources.

The course project, Information Technology Infrastructure Plan: Developing a Complete Strategy for Technical Services, gives students an opportunity to create a comprehensive technical services unit. Students will consider the structure of the IT department including recommendations for staffing levels and tactics for managing projects, hardware, software, and the company's network and computer security. A training design for staff along with a special IT staff training and retention strategy is also included.

Mentored Study

Students who effectively demonstrate a need to pursue individualized advanced study in their degree program may complete a mentored study course. This course involves working with a mentoring faculty member to identify a focused area of study not offered as an existing JIU course. Students must apply to the Dean or Chair of their degree program to receive instructions about the approval process. Only students who have completed all 300 level degree program coursework may apply to pursue a mentored study. The approval process includes submission of course learning objectives, identification of assignments and establishment of an assignment submission timeline. In addition, students who apply for the mentored study must demonstrate a successful history of meeting previously completed course deadlines and academic excellence. Students may apply for approval for mentored study for a total of 9 course credit hours.

.